

Night of Ideas #3: A SUSTAINABLE WORLD

How to invent a sustainable world in common?

Panel discussion: Building a sustainable world

In September 2015, the UN member states adopted a set of 17 goals to end poverty, protect the planet, and ensure prosperity for all as part of a new sustainable development agenda. For the goals to be reached, everyone needs to contribute and do their part: governments, the private sector, researchers, NGOs, artists and citizens. This discussion will bring together renowned speakers from Finland, France and Morocco who present their points of view of this global effort. How can artists contribute to the public discussion and encourage grassroots participation? How do we measure environmental changes? Which concrete actions do the UN and local governments commit to on the path towards a sustainable world in common?

HUMAN, a film by Yann-Arthus Bertrand

Well-known French photographer and film director Yann Arthus-Bertrand's new documentary HUMAN is made up of stunning aerial footage and touching first-person stories told into the camera. Filmed in 60 countries over more than two years, this exceptional fresco paints a portrait of humanity today. From stories of everyday experiences to accounts of the most unbelievable lives, these poignant encounters share a rare sincerity and underline who we are – our darker side, but also what is most noble in us, and what is universal.

The screening is organized in partnership with [DocPoint Festival](#).

Where: Andorra, Eerikinkatu 11, Helsinki

When: January 26th 2017,

Panel discussion: 17:00-17:30

HUMAN screening: 17:30-20:41 (191min)

Language:

Panel discussion: English

HUMAN screening: various. Sub-titled in English.

Registrations:

Panel discussion: "Building a sustainable world" 17:00 – 17:30

Free event but registration is required at <https://ndi3.eventbrite.fr>

Screening of HUMAN 17:30 –20:41

Free admission, on a first-come, first-served basis.

To secure a seat, we highly recommend that you register for and attend the panel discussion

Building a sustainable world: the speakers

S.E. Mohammed Ariad, Ambassador of Morocco to Finland: *"Concrete actions from governments towards sustainable development and renewable energy: example of Morocco and COP22 outcomes"*



After a brief career in teaching, Mohammed Ariad joined the Ministry of Foreign Affairs in 1988, in the Department of African and Asian Affairs. He started his international career as the First Secretary at the Embassy of Morocco in London in 1991 and has then assumed several diplomatic functions both in foreign postings, notably in the USA and in Belgium, as well as in Morocco. He was appointed in April 2013 Ambassador of the Kingdom of Morocco to Finland as well as in May 2013 Moroccan Ambassador to Estonia.

Prof. Paolo LAJ, University of Grenoble-Alpes, University of Helsinki: *"How do we observe climate change?"*



Paolo Laj is senior scientist at University of Grenoble-Alpes in France and visiting professor at the University of Helsinki in Finland. He has been involved since many years in the construction of the Earth Observing system for detecting environmental changes, focusing on the variability of atmospheric composition. He actively works in the framework of the World Meteorological Organisation Global Atmosphere Watch program and within different European initiatives to promote the development of a ground-based network of observing stations worldwide, which will provide essential information on the state of the global environment.

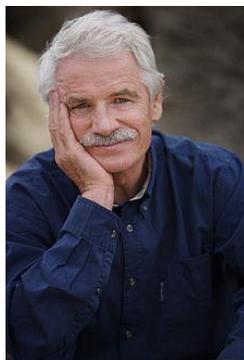
Jani Leinonen, Artist: *"Disobedience as an Educational Tool"*



Jani Leinonen (b. 1978 lives and works in Helsinki) plays with the systems of commodity exchange, celebrity and the marketing strategies through which they operate. Leinonen attacks symbols and marketing tactics, turning them into objects of ridicule, clichéing our agreed marketing society and economical every day. With these strikes Leinonen unfolds the chain reaction we all are voluntarily involved in and plays up the iconographies of the global brand land. Leinonen's installations are shops, bars, slot machines but also plain painting exhibitions. What is displayed, though, are not goods but an artistic allegorisation that appropriates these marketing strategies only in order to unhinge their underlying assumptions about value and appropriateness.

Leinonen graduated from Academy of Fine Arts in Helsinki in 2002. His works have been widely exhibited internationally.

Yann Arthus-Bertrand, Film Director, Photographer and Founder of GoodPlanet Foundation: *"How to arouse a collective and responsible conscience"*



Yann Arthus-Bertrand, born in 1946, has always had a passion for the animal world and the natural environment. After working as a reporter focusing on environmental issues and publishing books on the relationship between mankind and animals, he founded in 1991 the first aerial photography agency in the world. Since 2004 Arthus-Bertrand has directed several successful documentary films focusing on environmental and human rights questions.

In 2005 Arthus-Bertrand created the Goodplanet Foundation that aims to raise public awareness of environmental issues, implement carbon offset programs and fight deforestation with local NGOs. Thanks to his commitment, Yann Arthus-Bertrand was designated Goodwill Ambassador to the United Nations Environment Programme.

Moderator: Lari RAJANTIE, Leading Specialist at Sitra, the Finnish Innovation Fund

This event will be streamed live thanks to the support of Metropolia University. You can follow the debate online at www.france.fi/ndi and ask live questions on Twitter with #NDIHelsinki