PRESS RELEASE

ACCREDITED BY THE UNITED NATIONS RIO+20

THE PLANETARY WEEK FOR A BETTER WORLD
June 8 to 16, 2013

The Planetary Week for a Better World is a project of unprecedented magnitude on a planetary scale that takes place annually world-wide. The fourth edition will **run in 2013 from June 8 through June 16.**

The Planetary Week for a Better World presents a propitious opportunity for people, wherever they may be, to take initiatives and make decisions that will create a better life for themselves and for others.

The purpose of the week is to infuse life with more harmony, beneficial exchanges, balance, peace, joy, quality and meaning.

The idea is for each of us to take an initiative and use our talents to improve the quality of life, be it on a personal, familial, social or professional level. Nothing is imposed: everyone is free to get involved in his or her unique way.

This week reminds us all that we are fundamentally creators of our own lives at all levels. Each of us can, with our tremendous potential, have a positive effect on this planet. Already, hundreds of thousands of people in more than 15 countries world-wide have joined the initiative and are preparing for next year edition.

The Planetary Week for a Better World is the initiative of Edel Gött. She describes this event and its potential impact in her book *Now or Never, the dire need to act*, released in French in January 2010. The association was accredited by the United Nations for the Rio+20 Conference on Sustainable Development in 2012.

In an article about Edel Gött published in the Label France magazine published by the French Ministry of Foreign Affairs in 2007 and diffused by the French embassies worldwide

« Edel Gött. A pioneer of ethics in business

Time has proved her right. Although social and ethical responsibility is today obligatory for businesses, Edel Gött has been educating managers in "ethical leadership" for fifteen years, ever since she went to present the concept at the Rio de Janeiro Earth Summit in 1992. Her voice is soft but persuasive: "An ethical approach combines professional efficiency and personal development, financial growth and the creation of values for society, action and meaning. It is a driver of success", declares this German business consultant whose "road stopped in France. »

Edel Gött

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