

# THE ARCH

— Presentation note —



## A EUROPEAN EVENT TO ACCELERATE THE ECOLOGICAL TRANSITION

### WHY THE ARCH?

THE ARCH is first and foremost a project initiated by a group of entrepreneurs, citizens, seafarers and event organisers, mobilised to serve one ambition: to contribute to accelerating the ecological transition in Europe.

### WHAT IS THE ARCH?

It is an event of European scope, based on 3 pillars:



- **a call for solutions for the ecological transition.** Objective: to identify, highlight and support the deployment of 100 innovative European initiatives. These 100 winning solutions will be exhibited in Saint-Nazaire in front of Canopée, one of the very first merchant ships propelled by sail.



- **a tour of 10 European cities** to mobilise people beyond France, reach a wide audience and promote these initiatives of the territories for the ecological transition. The French sailor Francis Joyon will weave the thread between these cities on board the legendary boat IDEC SPORT.



- **THE ARCH Meetings**, which will bring together 3000 leaders, employees, experts, solution providers, young people and associations to understand, learn and engage in the challenge of ecological transformation.

### FOCUS ON THE ARCH MEETINGS

THE ARCH Meetings are an odyssey that will take the participants from Saint-Nazaire to the European Parliament in Brussels via Amsterdam, to bring a strong message to Europe.

## The aims of this odyssey:

- **is to involve as many organisations and individuals as possible** in an exciting and challenging programme of awareness raising, training and individual and collective transformation.
- **is to accelerate the development of the 100 solutions** by putting their promoters in contact with French and European industrialists and public and private financiers for almost a week, so that commitments can be made here too.




Similar to what states do in the famous «COPs» on climate, the objective is to get participants to sign concrete and measurable commitments on the issues of climate, biodiversity, resource conservation, but also the creation and transformation of our jobs, through their own transformation or their contribution to the acceleration of the 100 winning solutions.

**THE ARCH Meetings are a lever to become actors of the ecological transformation of the European economy and to make it a challenge and an opportunity.**

## A RICH PROGRAMME, 4 MAIN THEMES

### THE ARCH Meetings are structured around 4 threads:

#### AN INDIVIDUAL THREAD



to take care of oneself and understand what the ecological transition requires from each of us: individual activities, murals (climate, biodiversity, 2-ton workshop), sport, yoga, meditation.

#### A FORUM THREAD




to feed the transformation of its organisation, Forum times are planned. Meetings, conferences, debates, round tables and privileged exchanges with women and men, young people, at the forefront of ecological issues and business transformation. Among these people, technical solution providers will come to discuss the opportunities to be realised for this transition. This Forum will echo societal issues related to the transformation of our organisations: gender equality, growth or prosperity, high tech/ low tech, solidarity, climate migration. Representatives of civil society, associations and commitment will take part in the debate. The event aims to be as inclusive as possible.

#### A SENSITIVE THREAD

to be moved and to create links, to embark on this transition with artists, personalities, philosophers, to celebrate the desire to transform society and to share intense moments of reflection and conviviality ... you will experience from breakfast to evening leisure, moments of shared pleasure. Exhibitions, live shows (concerts, dance, theatre...), the trip will be learning, studios, but also cultural and convivial!

#### A SEMINAR THREAD



to meet the challenge of transforming your organisation in 4 days. In groups of 10 to 15 people, within or between companies, you will be accompanied by experts, coaches and facilitators throughout the journey. At the end of the course, you will be able to write the roadmap for your concrete and impactful actions for the months and years to come.



## FOR WHO?



Whether you are a single person, a company or a member of an organisation, everyone is welcome to come on board and take part in this adventure of the European ecological transition.

THE ARCH Meetings are open to everyone, regardless of the level of maturity of your organisation or your personal background:



- **level 1: I'm just starting out, where do I begin?**



- **level 2 : I'm on the way, how do I structure my impact approach and get my teams on board?**



- **level 3 : I'm in the vanguard, how do I go further and become a player in a low-carbon world and regeneration?**

## WHAT ARE YOU LEAVING WITH?



- With the concretisation, in a few days, of strong advances, both on a personal and organisational level.

- With concrete opportunities for your activity and strong links with solution providers.



- With participation in a network of actors, experts and thinkers of the ecological transition, which can be mobilised afterwards to support you and/or your teams.

- With high added value learning.



- With a clear and concrete roadmap, to act and become an actor of a future that we all want, for ourselves, for our organisations, for our children.

## HOW DO YOU LEAVE?

with the feeling of having lived a unique experience, combining emotion and collective participation in a social challenge.

# CASTING TO DATE

We are building the event's cast.

**We bring on board an ecosystem recognised on a French and European scale (agreements in principle - list not exhaustive and under construction):**

## Potential partners



## Confirmed partners



**FRANÇOIS GEMENNE**

International climate expert and co-author of the 6th IPCC report



**VIRGINIE RAISSON-VICTOR**

Geopolitician, Co-founder of Grand Défi



**CATHERINE CHABAUD**

Member of the European Parliament



**FRANÇOIS GABART**

Skipper SVR Lazartigue & Ceo MerConcept



**EMERY JACQUILLAT**

Founder of Camif.fr and President of the Communauté des Entreprises à Mission



**ANDRÉ-HUBERT ROUSSEL**

Ceo ArianeGroup



**NILS JOYEUX**

Ceo Zéphyr & Borée



**JEAN-PAUL CHAPELEAU**

Ceo Fédération des Industries Nautiques



**FLORENCE BAITINGER**

Founder of Gobilab



**JEAN-FRANÇOIS BALDUCCHI**

Ceo Atlanpole Nantes



**PASCALE GUIFFANT**

Co-founder of Open Lande, international expert on access to water and the circular economy



**WALTER BOUVAIS**

Co-founder of Open Lande, co-writer of the film Animal, fellow of AI Gore's Climate Reality Corps



**PIERRE EMMANUEL SAINT ESPRIT**

Circular Economy Director Manutan Group



**FRANCIS JOYON**

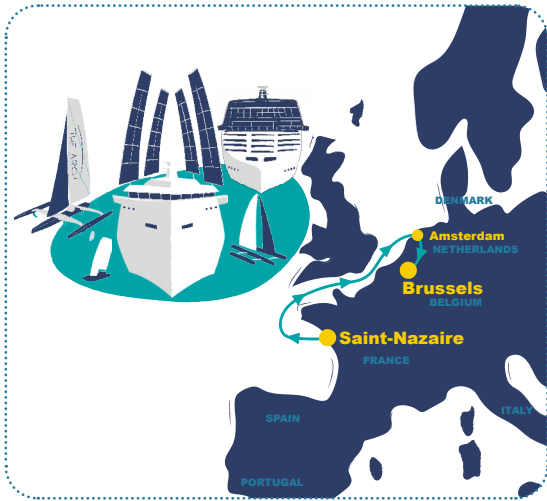
Skipper IDEC



**HANS BRUYNINCKX**

Director European Environment Agency

## KEY DATES



- **Sailing Europe Tour by Francis Joyon:**  
From 18<sup>th</sup> March to 31<sup>st</sup> May
- **Saint-Nazaire, presentation of the 100 solutions:**  
From Thursday 1<sup>st</sup> to Friday 2<sup>nd</sup> June
- **Saint-Nazaire - Amsterdam, seminar:**
  - Boarding: Friday 2<sup>nd</sup> June
  - Seminar at the quay: Saturday 3<sup>rd</sup> June
  - On-board seminar: Sunday 4<sup>th</sup> to Tuesday 6<sup>th</sup> June
- **Amsterdam, arrival of THE ARCH:**  
Tuesday 6<sup>th</sup> June
- **Brussels, presentation of the 100 solutions to the European Parliament in a select committee:**  
Wednesday 7<sup>th</sup> June

## THE ECOLOGICAL AND HUMAN STAKES OF THE EVENT

THE ARCH was designed to contribute to an ecological shift in the economic world.

Firstly, to reduce the event's footprint as much as possible.

Secondly, to maximise the transformation capacity of the economic players. THE ARCH is built around this twofold challenge, broken down into three strategic areas:

- 1 Limit the ecological footprint\*.** The greenest event is the one that doesn't happen. Convinced that THE ARCH is a worthwhile event, we assessed its ecological footprint a priori. This allowed us to establish several scenarios. On this basis, we are implementing options to limit the negative impacts of the event, particularly its greenhouse gas emissions.
- 2 Maximising support for a low-carbon economy.** THE ARCH aims to give exceptional visibility to 100 solutions for the ecological transition and to bring them together with an ecosystem of potential financiers, suppliers, customers, etc. These winners are intended to decarbonise the economy and preserve and restore ecosystems and resources. The solutions they propose will help avoid future negative impacts. This avoidance potential will be evaluated by Goodwill Management. Finally, the embedded forum is built according to proven methods, designated by Open Lande and its partners. Managers and their teams will be supported and equipped. They will be able to commit to a concrete and ambitious roadmap, for themselves, for their organisation and for their territory. These commitments will be monitored over time.
- 3 Contribute to the maintenance and development of carbon sinks.** We propose an automatic positive contribution mechanism from THE ARCH, which each partner can freely contribute to.

\* Aware of the ecological footprint of THE ARCH event, we are committed to limiting the negative impacts of the event, item by item: as early as the design phase, we measure the carbon footprint of the event in order to identify the main emission items and reduce them. This measurement is carried out with the help of the company Toovalu.

Their first measurement shows that **20% of the emissions are linked to maritime transport (cargo & on-board forum), 80% to the travel of the general public to Saint-Nazaire and during the European stages.**

- This is why the most important action we can take is to set up a responsible mobility plan (boat vs. plane, secure parking for bicycles, carpooling incentives...).
- **The second challenge is to limit the footprint of maritime transport.**



- We are taking advantage of a maiden voyage initially planned to be empty to board Euribia between Saint-Nazaire and Amsterdam.
- **Euribia, a new generation cruise ship from Chantiers de l'Atlantique, aims to be more responsible:**



. **LNG propulsion** : it eliminates practically all polluting atmospheric emissions such as sulphur oxides (99%), nitrogen oxides (85%) and fine particles (98%). Up to 20% less greenhouse gas emissions than traditional fuels.



. **Experimental fuel cell** for on-board electrical power: 30% reduction in GHGs compared to traditional LNG engines, with no nitrogen oxide, sulphur oxide or fine particle emissions.

. **Reduced speed (11.5 knots vs. 15 in normal use).**



- **Canopée is the first modern sailing cargo ship:**
  - . Equipped with four Oceanwings in addition to the usual propulsion, its fuel consumption is reduced by 30% (the share of wind propulsion varies from 15% to 40% depending on the targeted speed and the season).
  - . Speed reduced to 9 knots (vis 16 knots in normal use).

- **The last action consists of limiting the environmental footprint of every aspect of the event, on land and at sea: responsible catering, sustainable accommodation, eco-communication, green energy, waste management, respect for biodiversity...**

## THE FIRST PARTNERS



Partenaire fondateur



Partenaire maritime



MCT – GROUPE NUMAINS ; LA BELLE ILOISE ; GROUPE TESSON ; CORNET VINCENT SEGUREL ; GROUPE OPA ; COTEAUX NANTAIS ; RELAIS THALASSO ; NEÏMO ; EY ; LA CITÉ DES CONGRÈS DE NANTES METIER INTERIM & CDI ; ACTUAL ; CAIRN ; FIDOUEST ; GROUPE DURET ; ECRITEL ; GULF STREAM H2GREMM ; LA FLORENTAISE ; SAMSIC ; EIFFAGE

Les partenaires techniques





## THE WORD TO ...

« THE ARCH proposes one of those challenges that the world needs.

To engage, clearly and ambitiously, in the ecological and human changeover of our companies and territories. Because the clock is ticking. The transformation of our businesses, although real, is still too timid.

The call for 100 solutions will go beyond the «solutionist» vision by opening the field, not only to techno, but also to low tech and nature-based solutions. As for the on-board seminar, we are developing, with Open Lande and numerous French and international partners, methods that have shown their capacity to move the business lines in recent years: leadership of managers, mobilisation of the Codir, low-carbon trajectories, integration of the biodiversity issue, circular economy, new business models...

We will offer the best of all this so that the participants of THE ARCH can say, at the end of this odyssey: there was a before, there will be an after.

So, of course, there is a ship, an ecological footprint, CO2 that might not have been emitted if the event had not taken place...

We know this perfectly well. This is true of any economic activity. This is why, in collaboration with Toovalu and with a lot of education, we are accompanying the founders of THE ARCH so that the event minimises its footprint to the strict minimum.

It's a challenge,

and one that Open Lande and others who have joined us have decided to take up.  
What about you? »

... WALTER BOUVAIS

**Co-founder of Open Lande,  
co-writer of the film *Animal*,  
fellow of Al Gore's Climate Reality Corps.**

**Association THE ARCH**

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