

THE ARCH

THE EUROPEAN EVENT TO ACCELERATE THE ECOLOGICAL TRANSITION



PRESS KIT

EUROPE DAY

The Arch takes assesses its European tour of solutions in Athens and reaffirms its ambition to become Europe's leading innovation network for positive impact

MAY 2023

More than 70 years after the Schuman Declaration, which laid the foundations of the European Union by proposing the creation of an organization for the joint management of coal and steel resources, resource management is still at the heart of the action!

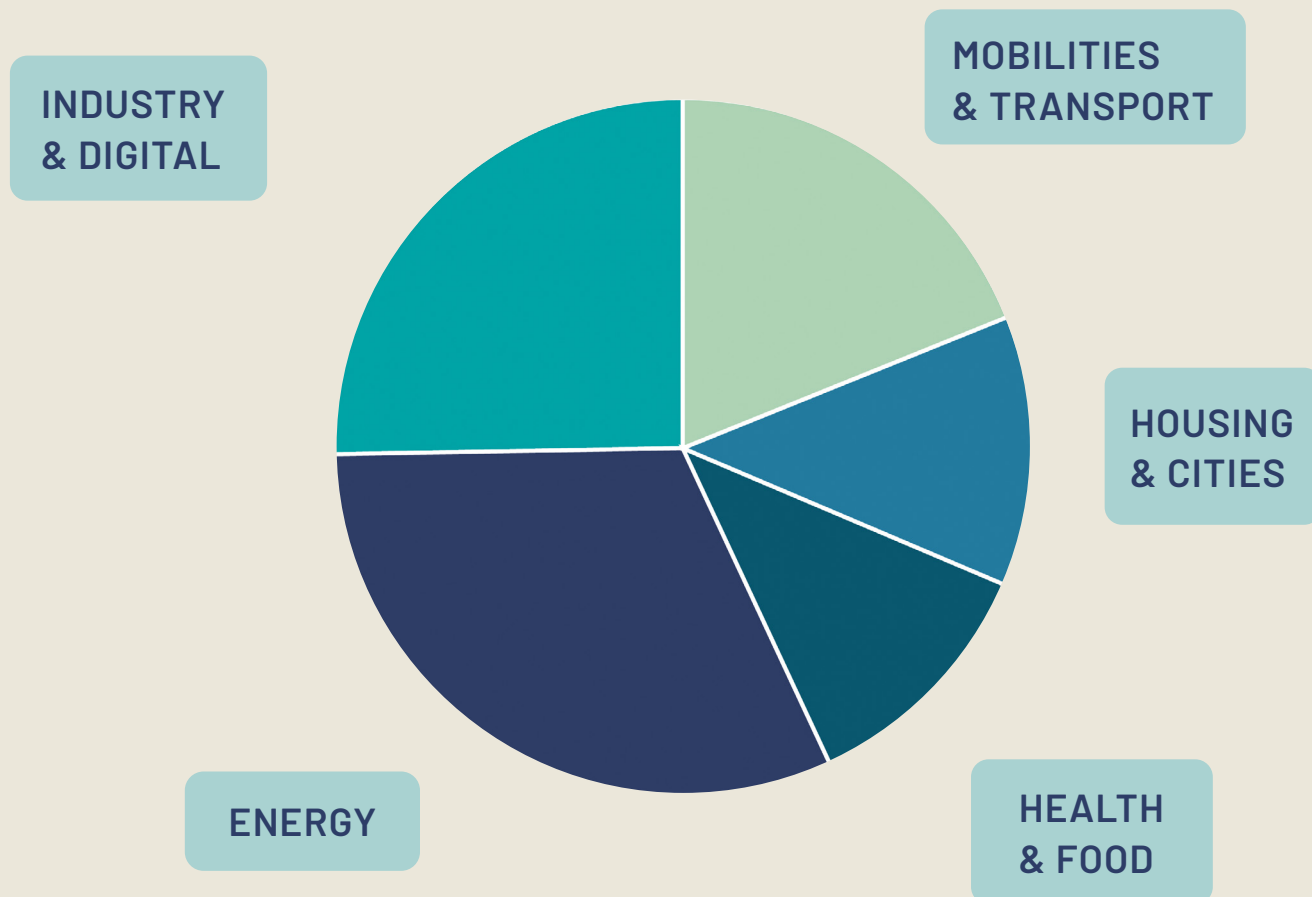
The Arch, a non-profit organization, aims to accelerate the ecological transition in Europe by putting 100 solutions into action, with a shared objective: to achieve carbon neutrality by 2050.



In the summer of 2022, The Arch launched a call for solutions in favor of the ecological transition.

Implemented by the Atlanpole innovation centres in Nantes and the two networks European Business and Innovation centre Network (EBN) and International Association of Science Parks and Areas of Innovation (IASP).

THIS CALL FOR PROJECTS CONCERNS 5 THEMES:



THE GOAL?

To prove that economically viable, sustainable and replicable solutions exist and to involve the economic partners who can promote their deployment.

Since 18 March 2023, as part of a tour of Europe led by Francis Joyon on his multihull IDEC SPORTS, The Arch has been mobilizing the three spheres: economic, political and cultural to put European innovation into action in the service of positive impact. The crew will symbolically collect European solutions and meet their bearers. Propelled in Copenhagen with the European Environment Agency, The Arch will end on 7 June at the European Parliament in Brussels.

THE ECOLOGICAL TRANSITION IS EVERYONE'S BUSINESS:

Economic actors:

solutions are born from innovation and research, which cannot be achieved without the mobilization of businesses..

From the cultural world:

continuous education to raise awareness of the urgency of the situation.

Citizens:

commit to concrete actions on a daily basis.

Political actors:

who encourage the reduction of greenhouse gas emissions, the promotion of renewable energies and the sustainable management of natural resources.... This requires the implementation of ambitious public policies.



The ecological transition must not be just a story. The time for talking is over. We need actions, efficiency measurement, reporting, new efficient business models. We must act and act again. This implies taking the plunge, testing new formats, new alliances, new businesses. This is the new dimension of The Arch. In terms of ecological transition, we know the starting point and the end point. The transition must enable us to move from the reality of today, a world facing multiple challenges, to a world of tomorrow that has found answers, new models to respond. Today's actions must allow us to imagine the paths to get there.

THIS IS THE PATH THAT THE ARCH IS CHARTING.

A unique European movement bringing together the economic, political and cultural worlds with the objective of becoming carbon neutral by 2050

Accelerating requires a collective mobilization,
The Arch has therefore imagined an adventure to act
and commit together, through new formats to embark,
act and accelerate the transition.



FIRST OBJECTIVE OF THIS MOVEMENT: **MEET & MOBILIZE**

Through this tour of Europe under sail by Francis Joyon and his team on his Maxi-Trimaran IDEC-Sport, The Arch team will meet key players in the different countries it will cross: the European Environment Agency, national innovation agencies, groups of entrepreneurs, associations, institutions, citizens, cultural players, universities...

THE DEPLOYMENT OF THE ARCH MOVEMENT IN EUROPE TO BECOME THE FIRST EUROPEAN NETWORK OF INNOVATION FOR POSITIVE IMPACT

50 days after its departure from Nantes, from Copenhagen alongside the European Environment Agency in Athens today, The Arch team is driving the creation of a European network of institutions, entrepreneurs, networks and associations, cultural actors, universities... all ready to commit to European innovation for positive impact.

50-DAY ASSESSMENT:

14**CITIES & REGIONS
MOBILIZED**

NANTES, COPENHAGEN, CONCARNEAU,
MÁLAGA, MARSEILLE, AJACCIO, NAPLES
AND THE CAMPANIA REGION, THE ATTICA
REGION (ATHENS), BIRGU (MALTA), BERLIN,
SAINT NAZAIRE, BRUSSELS CAPITAL.

80**SOLUTIONS OF THE 100
WINNING SOLUTIONS
PROPELLED:**

IN THE FIELDS OF ENERGY, MOBILITY,
TRANSPORT, HOUSING, HEALTH
AND FOOD, INDUSTRY AND DIGITAL.

24**POLITICAL
FIGURES
INVOLVED****6****INNOVATION
NETWORKS AND
UNIVERSITIES IN
ACTION****8****CULTURAL ACTORS
RELAYING THE ACTION
THE ARCH**

NEARLY

800**COMPANIES INVOLVED
IN THE PROJECT****MORE THAN****15****EVENTS**

Beyond these figures, in 50 days The Arch created the foundations of the first European network of innovation for positive impact.

THIS MOBILIZED NETWORK HAS ALREADY INITIATED
NUMEROUS ACTIONS, INCLUDING THE FOLLOWING:

Copenhagen,

the European Environment Agency and Catherine Chabaud, Member of the European Parliament, confirmed their commitment to The Arch.

Copenhagen,

Seavis, the first of the 100 winning solutions was symbolically taken on board. A probe was installed on board the maxi trimaran by the National Institute of Aquatic Resources to measure the quantity of organic matter in different ocean environments.

Concarneau,

The Arch and the Bretagne Eco Entreprises (B2E) network mobilised the Brittany entrepreneurial world around the ecological issue, in a region renowned for its capacity for innovation, with committed companies such as BakerTilly, Lacroix, Idec Group...

Málaga,

The Arch and the International Association of Science Parks and Areas of Innovation (IASP) were welcomed by the Mayor of Malaga and the French-Spanish Chamber of Commerce.

Marseille,

more than a hundred economic actors, representatives of associations and project leaders attended a very rich round table around the transition and transformation of organisations. Sylvie Brunet, Member of Parliament, reminded the audience of the interest of such an initiative for Europe!

Ajaccio,

Mrs Caroline Coticchiato, deputy mayor, underlined the symbolism of this initiative regarding the challenges facing the island in terms of biodiversity, water, agriculture, the sea and global warming.

Napoli,

the 20 Italian solutions were presented during a conference in the presence of the regional authorities of Campania at the initiative of the Science City of Napoli.

THE ARCH IN ATHENS

Symbol of European innovation for positive impact

PROGRAMME OF THE GREEK STOPOVER:

Monday 8 May

ARRIVAL OF THE MAXI-TRIMARAN IN ATHENS

Moored in Marina de Flisvos, the Maxi-Trimaran IDEC-Sport is welcomed by the local authorities and partners:

- Giorgios Patoulis, regional governor of Attica
- Ionnais Fostiropoulos, Mayor of Palio Faliro
- The Marina of Flisvos.

For The Arch:

- Francis Joyon, world record holder sailor and his crew
- Frédéric Vallier, The Arch ambassador to the European institutions

One of the selected Greek solutions:

PCN Materials IKE, founded by Georges Kiriakidis, which creates nano-materials with disinfectant and antibacterial activity is also present for this reception.

In the afternoon, The Arch welcomes Clément Beaune, the Minister Delegate in charge of Transport. As part of an official trip to Greece to meet with elected officials, the Minister is expected on the Maxi-Trimaran Idec alongside Francis Joyon, for the presentation of The Arch's first report and for Europe Day.

Tuesday 9 May

EUROPE DAY

As part of Europe Day, The Arch and Francis Joyon go to the Parthenon to deliver a video message to Europe and Europeans. They will then finish the visit at the Acropolis Museum in Athens.

Wednesday 10 May

DEPARTURE FOR MALTA

Francis Joyon and his crew head for Malta, the ninth stop on this round Europe trip.

SOLUTIONS OF THE WEEK HIGHLIGHTED

11 European solutions have been selected following the call for solutions initiated by The Arch.

AMONG THEM, FIVE SOLUTIONS RESPOND TO THE CHALLENGE OF TRANSFORMING OUR MOBILITY TOWARDS ENVIRONMENTALLY FRIENDLY USES.



FLAXIB

develops software to diagnose public transport networks and propose areas for improvement.



SYMONE

is a large coach running on decarbonated hydrogen, so that you can travel with your vehicle without driving it.



PRIO V2X

is developing a V2X-type solution for local authorities and public transport authorities to improve traffic flow and contribute to the decarbonisation of cities by implementing an ecosystem adapted to intelligent vehicles.



X-SUN

has developed SolarXOne, a drone powered by solar energy.



PCN Materials IKE

creates nano-materials with disinfectant and antibacterial activity.



FOUR OTHER SOLUTIONS HAVE DEVELOPED TOOLS TO FACILITATE THE TRANSFORMATION OF OUR AGRICULTURAL PRACTICES TOWARDS MORE SUSTAINABLE MODELS.



AGROBIOGEL

has created a wood-based hydrogel that absorbs and stores water during rain and slowly releases it to plants during dry periods. This super-absorbent gel thus increases the soil's water retention capacity, organic matter and fertility.



BEEHOLD

is an artificial intelligence software that digitises the activity of beehives, collects precise information on the state of the bee colony in real time and makes suggestions to optimise its performance.



CARBONWORKS

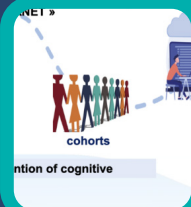
offers a solution for decarbonising agriculture and industry: it develops and produces renewable raw materials for these sectors from the CO₂ they emit. These renewable raw materials replace raw materials of fossil or mineral origin and thus contribute to the reduction of CO₂ emissions.



CROP INTELLECT

has invented R-Leaf, a revolutionary technology that turns air pollution into fertilizer for plants. R-Leaf® captures nitrous oxide emissions, reduces the need for synthetic fertilizer, improves soil health and protein content, and increases crop yields. All this is done while maintaining traditional farming practices - just pour into your tank for a regular spray application.

A SOLUTION ACTS TO IMPROVE HEALTH TOOLS.



HEALTHY BRAINS FOR A SMART PLANET (IM2A)

has set up a study and a programme around a digital HEALTHY BRAINS tool, with the aim of preventing neurodegenerative diseases such as Alzheimer's.

A SOLUTION IS POSITIONED IN THE DIGITAL SECTOR.



CILO

helps companies to reduce their environmental footprint through an application that makes sustainability a game for their employees, who are invited to participate and get involved to accompany them on the path of transition.



WHAT NEXT?

The Arch's challenge

The Arch works for the ecological transition.
A transition that should enable us to move from today's reality, a world facing multiple challenges, to a world of tomorrow that has found new models as a response to the issues at stake.

In order to achieve this, following the creation of a genuine European ecosystem, The Arch wishes to set this network in motion and has therefore devised a seminar with an original format.

An on-board seminar

Departing from Saint-Nazaire, the 4-day, 3-night seminar for 2,000 people will take place behind closed doors on a cruise ship. Euribia, the most innovative liner ever built by the Atlantic shipyards. Such a working meeting is unprecedented in its format and in its casting. It brings together an economic force, entrepreneurs, representatives of civil society, project leaders, politicians, young people... to create a dynamic that is not possible in any other way and in any other space.

Just like what the States do in the "COPs" on climate, the objective is to get the participants of this odyssey to sign concrete and measurable commitments on the issues of climate, biodiversity, preservation of resources, but also the creation and transformation of our jobs, through their own evolution or contribution to the acceleration of the 100 winning solutions..

Direction ... Brussels! Because all these solutions are part of a social, political but also regulatory context, The Arch will present a report on accelerating the deployment of these solutions to the European Parliament on 7 June.



The Arch

Highlighting the excellence of European innovation

THE ARCH IS A NON-PROFIT ASSOCIATION OF GENERAL INTEREST, LED BY A QUINTET OF FOUNDERS WITH EXEMPLARY BACKGROUNDS IN THE MARITIME AND ECONOMIC FIELDS: PATRICK BOISSIER, FRANCIS VALLAT, YVES GILLET, JEAN-MARIE BIETTE AND FRÉDÉRIC MARCHAND. ITS OBJECTIVE: TO HIGHLIGHT THE EXCELLENCE OF EUROPEAN INNOVATION.

European innovation in action for positive impact

The Arch has launched a call for solutions in favor of the ecological transition. Implemented by Atlanpole Nantes and the two networks European Business and innovation centre Network (EBN) and International Association of Science Parks and areas of innovation (IASP), this call for projects concerns 5 themes: Health & Food, Habitat & City, Mobilities & Transports, Energy & Industry and Digital. The selection criteria: the solutions must be ecologically viable, sustainable and replicable.

"We had to explain the concept of The Arch to the network heads. There was no question of having projects already on the shelf, or the Lépine competition. We wanted well-developed projects, with a prototype and a business model", explains Jean-François Balducchi, general manager of Atlanpole. "The project had to respect a tangible level of innovation, it had to be carried by a team with a company or a business project behind it, it had to be ambitious with an impact on the ecological transition by providing solutions to global warming, and finally it had to have a business model and ease of deployment in the not too distant future."

Since Nantes on Saturday 18 March, Francis Joyon has been sailing around Europe on board the Maxi Trimaran IDEC SPORT. At each stopover, he is collecting the winning solutions to accelerate the ecological transition.

Until 31 May, he will be sailing between Copenhagen, Concarneau, Malaga, Marseille, Ajaccio, Napoli, Athens, Malta, Lisbon and Saint-Nazaire.

"Our job as sailors is to take the boat to every corner of Europe where innovations in favour of the ecological transition are born and to link the sauce with scientists and projects", explains Francis Joyon.

The economic world mobilizes to accelerate transitions

From 2 to 6 June, The Arch meetings will mobilise 3,000 managers, employees, experts, solution providers, young people and associations to understand, learn and commit to the challenge of ecological transformation.

"Change is never easy, it takes a will to give up certain activities or missions. Working behind closed doors for several days has nothing to do with a classic seminar where you go back to your hotel in the evening", says Yves Gillet, vice-president of the association The Arch. "On board, we create a dynamic that we don't have elsewhere. All the barriers come down and it triggers a lot of things."

Politics and economics, the essential alliance to accelerate solutions

On 7 June, The Arch is coming to the European Parliament to present the 100 solutions.

Catherine Chabaud, sailor and MEP, is The Arch's ambassador in Brussels: "I am passionate about solutions! Thirty years ago, during a mini-transat, I was able to witness the pollution and the presence of waste in the middle of the Atlantic Ocean. Since this observation in the middle of the ocean, I have asked myself the question "how can we mobilise individual and collective responsibility? From being a "witness" sailor, I accepted to become a Member of the European Parliament to act, to allow solutions to accelerate. The Arch is a great tool for promoting and raising awareness to get as many people as possible on board for all these projects!"

THE ARCH

AN EVENT THAT EXISTS THANKS
TO THE SUPPORT OF MANY PARTNERS



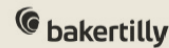
Marine partner



Founding partner



Official partner



MCT – GROUPE NUMAINS ; LA BELLE ILOISE ; GROUPE TESSON ; CORNET VINCENT SEGUREL ;
GROUPE OPA ; COTEAUX NANTAIS ; RELAIS THALASSO ; NÉIMO ; EY ; LA CITÉ DES CONGRÈS DE NANTES
; METIER INTERIM & CDI ; ACTUAL ; CAIRN ; GROUPE DURET ; GULF STREAM ; LA FLORENTAISE ; SAMSIC
; KERAN ; EMENDA ; INWEST ; FP FOURNIER ; B2C ; TICO ; FINANCAD ; HIKE TALENT ; HYPERION ; LBLI ;
OFFICE DU DOME ; SEME SAS ; YNITIA ; BESSE ; LARGILLIERE FINANCES ; SOPER ; EIFFAGE ; MICHELIN

IDECSPORT

Technical partner

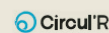
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PRESS CONTACT :

DELPHINE BARBEAU

+ 33 (0) 6 29 21 63 77

D.BARBEAU@THENEWONE.FR



THE-ARCH.EU

