

THE ARCH

THE EUROPEAN EVENT TO ACCELERATE THE ECOLOGICAL TRANSITION



MARCH 2023

PRESS KIT

Leave the Stories, Live History!

Stories are not enough to make transitions. It is through experience, engagement, testing, feeling, and reality that the shift takes place. It is because disasters follow one another that awareness grows. It is because the solutions unfold that new paths are opened. The sense of History is to lead today a revolution of practices and businesses **This is what The Arch proposes.**



The Arch is a new initiative born from the commitment of a group of entrepreneurs, citizens, seafarers and event organizers, all mobilized to serve one ambition: to help accelerate the ecological transition in France and Europe.

Responding to the climate crisis is no longer an option, it is an obligation!

THE CHALLENGE IS TO GET EVERYONE ON BOARD

(companies, young people, associations, citizens, civil society...).



Highlighting the excellence of European innovation

**The Arch is the European Tour
of 100 solutions for the planet that
converge in Brussels, but not only!**

It also includes a presentation of these solutions in Saint-Nazaire, an on-board seminar on ecological innovation aboard a state-of-the-art LNG-powered liner, and finally, a transmission of the 100 winning solutions to the European Parliament on June 7.

"An ambitious program, because we no longer have a choice," said Damien Grimont, president of Profil Grand Large, who is at the helm of this unusual event for the common good.

The Arch has a triple meaning: *"Noah's Ark, which embeds solutions to be encouraged to save the planet; the Ark connecting ecosystems that act and links companies, associations and countries; and finally the Ark of the Covenant, our know-how, which allows us to give an emotional dimension to a project to rewrite the text of a better world,"* explains Damien Grimont.

The 4 pillars of the event

I. 100 SOLUTIONS FOR THE PLANET

The Arch is at the origin of a call for solutions in favor of the ecological transition.

Implemented by Atlanpole Nantes and the two networks European Business and innovation center Network (EBN) and International Association of Science Parks and areas of innovation (IASP), this call for projects concerns 5 themes: **Health & Food, Housing & City, Mobility, Energy and Industry & Digital.**

The selection criteria: solutions must be economically viable, sustainable and replicable.

"We had to explain the concept of The Arch to the network heads. We didn't want to have 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, Atlanpole's general manager. *"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."*

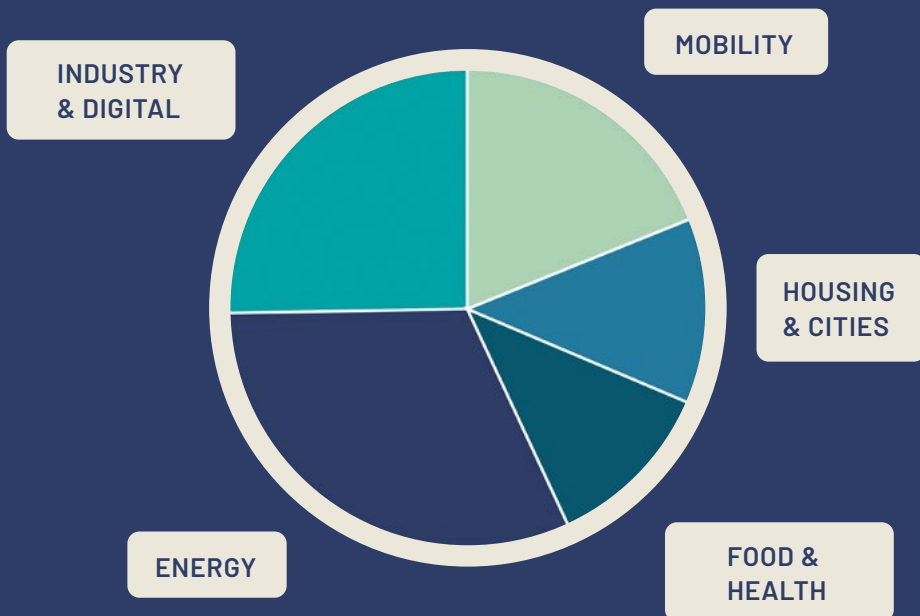
100 SOLUTIONS FROM 18 COUNTRIES WERE SELECTED.

From June 2 to 3, 2023, the 100 solutions will be presented to the general public in Saint-Nazaire, in front of the first modern sailing cargo ship Canopée, the flagship of ecological maritime innovation.



> THE 100 SOLUTIONS BY THEME:

- Food & Health
- Industry & Digital
- Energy
- Mobility
- Housing & Cities



> DISTRIBUTION OF SOLUTIONS BY COUNTRY



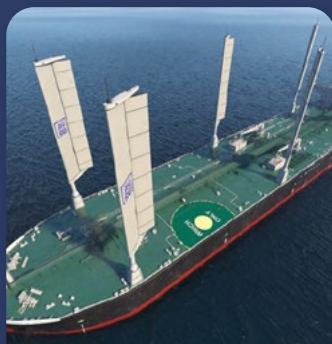
> FOCUS ON 7 SOLUTIONS
PRESENTED



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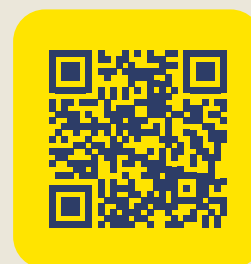
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II. FRANCIS JOYON'S TOUR OF EUROPE



Since Nantes on Saturday, March 18, the navigator 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 May 31, he will link the cities of **Copenhagen, Concarneau, Malaga, Marseille, Ajaccio, Naples, Athens, Malta, Lisbon and Saint-Nazaire.**

"Our job as sailors is to take the boat to all corners of Europe, where innovations in favor of the ecological transition are born, and to link the sauce with scientists and projects," says Francis Joyon, *"I still have many years of sailing ahead of me, and if I can put them to good use for a cause, that's fine by me".*

Other sailors, the first witnesses of the pollution of the oceans and seas, are also actors of this European tour. After the presence of Catherine Chabaud for her departure in Nantes, François Gabart will join Francis Joyon in Concarneau.

"All the necessary transitions in our society can only be made by bringing together people, ideas and dynamics. Transition is necessarily

collective, through sharing and exchange.

The emotion generated by an event allows us to put ourselves in a dynamic of actions. When we experience an emotion, we become aware of it and we start moving", says François Gabart, navigator and ambassador of The Arch.

To reinforce this collective dynamic and to embark the youngest on this incredible Odyssey on the fastest boat in the world, at each stopover, everyone can leave a drawing in a box "The World in 2050". The drawings will be exhibited on arrival in Saint-Nazaire from May 30. In addition, each week, the crew, in partnership with the Ecole des Pôles, will send a "package" containing news, information, solutions, observations... to help schoolchildren learn about the climate, solutions for the planet, wildlife, history, life on board...

III. THE ARCH MEETINGS: A SEMINAR TO AMSTERDAM

A UNIQUE
OPPORTUNITY
TO TAKE
ACTION!

FROM JUNE 2 TO 6, THE ARCH MEETINGS WILL MOBILIZE 3,000 LEADERS, EMPLOYEES, EXPERTS, SOLUTION PROVIDERS, YOUTH AND ASSOCIATIONS TO UNDERSTAND, LEARN AND ENGAGE IN A CHALLENGE OF ECOLOGICAL TRANSFORMATION.

“Change is never easy; it takes a willingness 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 Arch association and President of the Keran Group. *“On board, we create a dynamic that we can’t have elsewhere. All the barriers come down and that triggers a lot of things”.*

The main objective of the Arch Meetings is to show that it is possible, but without giving lessons

For the occasion, The Arch is bringing together an ecosystem of experts and speakers to help companies, territories and individuals become players in the ecological transition. The Arch Meetings will combine an on-board seminar and a forum on possible solutions.

The Arch is an opportunity to accelerate change with an economic force, a group of companies, entrepreneurs, leaders but also representatives of civil society. Bringing so many people from all over Europe to Saint-Nazaire, putting them on a liner for a three-day sail to Amsterdam, refueling them, sending a delegation to Brussels and then bringing everyone back to their point of departure has an ecological cost.

The Arch association has entrusted the company Toovalu to evaluate the main greenhouse gas emissions, right from the design phase, to reduce the event’s footprint as much as possible. The initial itinerary was shortened, the speed of the boat was reduced and the return journey was planned by train. Responsible catering, the choice of sustainable accommodation, waste management and the encouragement of soft or shared travel complete the scheme.

IV. LAST STEP : THE RESTITUTION AT THE EUROPEAN PARLIAMENT BRUSSELS



«We need to have dynamics. We MEPs are working to develop regulations that can accelerate this transition, but in our countries, inventors are not waiting for these regulations to initiate projects.»

On June 7th, The Arch will be at the European Parliament to present the 100 solutions.

Catherine Chabaud, sailor and Member of the European Parliament, is The Arch's ambassador in Brussels: *"What I am passionate about are the 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 mobilize 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 involve as many people as possible in these projects!"

Catherine Chabaud is actively working to create a partnership between The Arch and the Parliament. Since 2019, the European Commission has been working on a legislative framework to ensure net carbon neutrality in 2050, i.e. the balance between carbon emissions and the absorption of the atmosphere by carbon sinks. The Congresswoman hopes that the solutions put forward by The Arch can lead to concrete and measurable commitments.

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The Arch team and its partners: **A project of general interest**

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, François Vallat, Yves Gillet, Jean-Marie Biette and Frédéric Marchand.

The Arch association entrusts the Profil Grand Large agency with the creation and organisation of its eponymous event. Profil Grand Large, the agency responsible for organising The Bridge 2017 and The Arch, is specialised in the creation and development of meaningful maritime projects.

In 2017, the team created The Bridge.

This maritime meeting, which brought together more than 1,200 leaders for a week on the same boat, accelerated the development of innovative solutions and meaningful projects. From this event was born the Club des 100, a collective energy of leaders representing a territorial dynamic and who meet around a desire to move forward in a significant and concrete way. It is from this power and emotion that the idea of The Arch was born.



THE ARCH

AN EVENT THAT EXISTS THANKS
TO THE SUPPORT OF NUMEROUS PARTNERS

 GROUPE BENETEAU

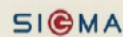
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Ouest

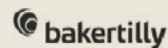
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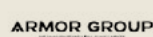
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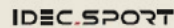
 CETH

 ARMOR GROUP

 RAPIDO

 DeMille
Management

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 ; GROUPE DURET ; GULF STREAM ; LA FLORENTEISE ; SAMSIC
; KERAN ; EMENDA ; INWEST ; FP FOURNIER ; B2C ; TICO ; FINANCAD ; HIKE TALENT ; HYPERION ; LBLI ;
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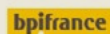
 ATLANPOLE
Land of innovation

Partners of The Arch Meetings

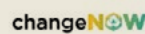
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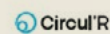
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