



# THE ARCH

A public interest association

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AN UNPRECEDENTED EUROPEAN EVENT FOR  
THE ECOLOGICAL AND HUMAN TRANSFORMATION.

**TO MAKE THE SWITCH, LET'S GET ALL  
THE ECOSYSTEMS ON BOARD!**

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# WHAT IS THE ARCH?



A unifying event that supports managers, associations, bearers of solutions in their individual, organisational, financial, and collective transition.

An adventure that aims to structure and publicise the journey of innovative European entrepreneurial solutions to decarbonise our society.

#### A human odyssey that takes place in four stages:

- 1 a call for 100 concrete solutions for the planet
- 2 a tour of Europe in a Maxi Trimaran IDEC SPORT to highlight the 100 winners in their home countries
- 3 a head-to-heart seminar between Saint-Nazaire and Amsterdam
- 3 a presentation of our winning solutions to the European Parliament in Brussels.



**TIME FOR ENGAGEMENT !**

## Genesis

The Arch Association is composed of people from the world of the economy, legitimate in different fields to organise maritime events.

Together with Damien Grimont, head of Profil Grand Large, himself a former winner of the mini-transat, they came up with The Bridge in 2017. The event, which celebrated the centenary of the American landing, had already brought together a seminar on board the Queen Mary 2. Bringing together 1,200 executives, the crossing to New-York was an opportunity for an active, rich and productive reflection on the world of tomorrow.

The Arch adventure was born out of this seminar, inspired in particular by the success of the Canopée project, the first modern sailing cargo ship, whose development was accelerated on board the Queen Mary 2 thanks to meetings made on board by its creator.



Decarbonisation and the ecological transition of maritime transport is in the DNA of the members of The Arch association. They are involved in different ways and are attached to it, whether it be sailing cargo ships or gas liners, the development of hydrogen engines, fuel cells, etc.

The Arch adventure was born from a simple idea, that of involving many components of society in a very concrete approach to the ecological transition.

**It is no longer just a matter of saying, or witnessing, but of taking real and quick action. The time for words is over. The urgent need to move towards carbon neutrality is imposed on everyone.**

**To meet the challenges of change, many actions are already underway in France and elsewhere in the world.**

## 100 solutions to accompany the world of tomorrow

The Arch is unique as it mobilises actors from all over Europe around emotion and action in a positive dynamic. The idea? To select 100 reliable and effective solutions to accelerate the ecological transition, from a call for solutions launched on 5 essential themes: Food and Health, Housing and Cities, Mobility, Energy, and finally Industry and Digital.

Aware that technology can not do everything, the organisers opened the field to low-tech and nature-based approaches.

That's it!

## A decarbonised european sailing tour

To collect the 100 winning solutions, from 18 European countries, The Arch composed of citizens, entrepreneurs, seafarers and event planners, asked Francis Joyon to set sail for ten European ports.

Aboard his maxi trimaran IDEC sport, in the colours of The Arch, the sailor holder of the Jules Verne trophy left Nantes on the 18th of March. He will arrive in Saint-Nazaire on 31st May after having been to Copenhagen, Malaga, Marseilles, Naples, Athens, and Malta.

It's underway!

Reached thanks to the energy of wind and sun alone, these stops are the scene of exciting and unifying meetings around new ideas, and new practices, stimulating very concrete tangible changes.



## Behind closed-doors on the bridge of change

Before being presented in Brussels to the European Parliament on the 7th of June, the 100 winning solutions will embark on board the cruise ship MSC Euribia on 2 June, the latest addition to the Atlantic Shipyard fleet, the least impactful ship in its category.

With business leaders, funders, actors of civil society, experts in ecological transition, young people or even political leaders and NGOs, the 100 solution providers are invited and will be present for an exceptional seminar. These meetings will be an opportunity for them to benefit from financial, industrial, or commercial support intended to enable the concrete start of the implementation of the solutions.

The objective of this odyssey between Saint-Nazaire and Amsterdam is to bring together 1500 people around a double objective: to sign concrete and measurable commitments to respond to ecological challenges: climate biodiversity, resources and human issues. Reflect together on how to better respond to challenges that will become tremendous opportunities.

Only profound changes, individual and collective, economic and societal will succeed in transforming intentions into concrete, systemic, and measurable actions, all of which are to be found during this seminar. The dynamic is essential and The Arch is a unique moment to carry it forward!

The boat is a unique place to achieve this. Being together, behind closed doors, on the bridge of change, will trigger many initiatives, break down many obstacles, and learn from each other's experiences.

## Carbon footprint vs positive impact

Of course, boarding a cruise ship, even if it is the latest generation, has a carbon footprint. The Arch's teams have done everything possible to limit its impact as much as possible in particular by imposing a reduced speed to 10 knots.

In addition, this seminar was born of an opportunity: after its departure from Saint-Nazaire, the MSC Euribia would have in any case made the same journey, but empty!

A provisional carbon assessment was carried out prior to the event, in order to identify the levers of action to reduce the carbon footprint. Thus, the reduction of the distance of the journey, and speed were identified as important levers.

The aim is to compare this carbon footprint to the positive impact of the commitments taken by the businesses but also by the acceleration of these solutions.

We look forward to the 6th of June, date at which the solutions, decisions, and new born ideas from the seminar will arrive in Amsterdam.

The next day, through their presentation to the parliamentarians in Brussels, a strong appeal will be addressed to Europe.

The course is set! The Arch's collective adventure should give rise to new initiatives and accelerate the indispensable ecological transition. 6 months to 1 year after the event, it will be a question of taking stock of the impact of The Arch, the tools for the seminar and the solutions have been developed with this in mind!

## Why is The Arch embarking on a cruise ship?

Very attached to the Nantes - Saint-Nazaire area, its industrial basin, its economic history, and social services, The Arch decided to time its event with the release of the ship from the holds of the Chantiers de l'Atlantique.

Why is that? Simply because the ship would have in any case made the journey to Copenhagen empty, location of its baptism.

Then, the cruise ship shows some real advancements.

While Euribia does have a carbon footprint, it is part of a trend towards cruises where real efforts are made to be more environmentally friendly. It is powered by liquefied natural gas (LNG). This eliminates virtually all air pollutant emissions such as sulphur oxides (99%), nitrogen oxides (85%) and fine particles (98%). LNG also reduces greenhouse gas emissions of CO2 compared to traditional fuels.

It should also be remembered that ships like Euribia have very high levels of waste management. No pollutants are discharged into the sea, and all black or dirty water is treated.

The propellers have been designed for the lowest possible radiated noise, in order to respect the life of cetaceans in the open sea. The same applies to underwater paintings, etc.

In order to limit the carbon impact of the seminar as much as possible, The Arch has imposed on the ship a speed limit of ten knots, as opposed to fifteen to twenty knots for traditional cruises.

This decision allows a significant reduction of energy consumption and therefore emissions.







## Why is it worth it?

By keeping the impact of the Euribia ship to a minimum, the members of The Arch felt it was well worthwhile to organise the on-board seminar, for all the reasons mentioned above, such as the proven effectiveness of a closed-door meeting on board a boat.

The Arch does not escape the contradictions of our world, but its members are convinced of the very strong positive impact of the whole adventure. No doubt about it: it's worth coming on board of The Arch!



# OUR ECOLOGICAL FOOTPRINT

# TOO VALU

has been with us since the conception phase to measure our carbon footprint to identify - and of course reduce the main sources of emissions.

We are part of a new model designed by Paris 2024. It aims to help event organisers to control their environmental impact.

## STANDARD MODEL



## MODÈLE PARIS 2024



## Our main emission items:

- 1 Consumption of the ship, for propulsion and on-board energy production
- 2 Passenger transport
- 3 Other
  - Catering
  - Resource Consumption & Waste Management
  - Communication & Digital
  - Accommodation

## We will make our scope 1, 2, and 3 carbon footprint public during the onboard seminar.

We are aware that our ecological footprint is not only carbon. We also have a negative impact on biodiversity. The noise disturbance from the ship is indeed very problematic for the entire marine ecosystem.



# **OUR IMPACT IN 5 LEVERS**



## **REDUCE - OUR ENVIRONMENTAL IMPACTS**

We measured throughout the design phase the carbon footprint of the event to identify the main emission items and reduce them with the help of Toovalu.

## We reduce our impact on:

### Passenger transport

- By changing the original seminar destination to a city in which it is possible to return by bus or train.
- By implementing shuttle buses between Nantes and Saint-Nazaire for the outward journey and between the ship and Amsterdam for the return journey.
- Booking buses for the return journey from Amsterdam to facilitate public transport journeys.

### The cruise ship

- By taking advantage of an inaugural journey initially planned empty between Saint-Nazaire and Copenhagen to board the MSC Euribia. The ship would have, in any case, made this journey almost empty (if we consider the employees of the shipyards Atlantic, already planned on board).
- By imposing a reduced speed to further reduce its fuel consumption: 10 knots instead of 16.
- By choosing an LNG-powered vessel (with at least 30% of its capacity to bioGNL) and eliminate practically all polluting atmospheric emissions such as sulphur oxides (99%), nitrogen oxides (85%) and fine particles (98%).

### The environmental footprint of each aspect of the event

On land and at sea: responsible catering, eco-communication, circular economy, re-use, waste management, and respect for biodiversity.



# 2

## RESPOND - TO THE SOCIETAL CHALLENGES OF TRANSITIONS

The Arch exists to give visibility to the work of the European Union, to initiatives that accelerate the ecological transition, and provides innovative responses to the challenge of a structural and cultural transformation of our economic and societal models.



will be in charge of highlighting the positive impact of the winning solutions.

## To achieve our mission, we have activated several levers:



**Organised a (decarbonised) Tour of Europe of 2 months** with Francis Joyon and his crew, aboard the Maxi Trimaran IDEC Sport.

To publicise and structure the journey of these 100 solutions through 10 continental stops.

**Launched a call for projects in Europe,** in partnership with Atlanpole, \*ISAP and EBN, to select 100 winners across 5 themes:

- Food and health
- Housing & City
- Energy
- Industry & Digital
- Mobilities

**Collected children's drawings during the 10 stopovers on their "Vision of the world in 2050".**

We will bring these drawings to the European Parliament on the 7<sup>th</sup> of June 2023 to clearly show that young people are concerned and mobilised for the ecological transition.

**Told the epic story of the Tour d'Europe to 15,000 children, thanks to the Polar Witnesses association**

by sending a weekly educational and didactic package around ecological issues to which the solutions in each stage respond.

**Chosen with the Game Earth Fund endowment 10 partner associations**

to support them before, during, and after the event.

- 5 associations with environmental impact
- 5 associations with a social and humanitarian impact

**Invited the holders of the 100 solutions on board**

the embarked seminar to pitch their project, meet with investment funds, potential clients, suppliers, partners, ...

Because in order to respond to societal challenges and in the context of transitions, it is time to move away from dissociating social and ecological justice and to link them together.

\* International Association of Science Parks and areas of innovation et European Business and innovation center Network





## **BRINGING TOGETHER – ECOSYSTEMS TO ACCELERATE THE IMPACT**

The Arch is a great human lever for emulation, of inspiration and stimulation in the service of the New Narrative. For three days, we will bring together complementary ecosystems in the same place in order to trigger the ecological and human shift of our companies and territories.



**These actors are:**

# The 100 European

solution providers  
selected in partnership  
with the organisations  
Atlanpole, IASP, and ESNB

The 10  
associations

The  
youth

The  
companies

The  
experts

The  
institutionals



## **REINVENTING - ECONOMIC AND HUMAN MODELS**

The Arch is an odyssey that brings together the participants from Saint-Nazaire to the European Parliament in Brussels via Amsterdam, to send a strong message to Europe.

## This Odyssey aims to reinvent economic and human models by:

- Engaging as many organisations and individuals as possible in an exciting and challenging awareness-raising programme, in training, and individual and collective transformation.
- Accelerating the development of the 100 solutions by putting their bearers in contact for almost a week with French industrialists and public as well as private funders and European countries.

### **Our objective is clear:**

Bringing the participants to sign concrete and measurable commitments on issues on climate, biodiversity, and resource conservation.

## During the on-board seminar, we want to accelerate reinvention with:

### **The individual thread**

to take care of yourself and understand what the ecological transition requires of every one of us. On the programme, there will be: individual activities, Frescoes (climate, biodiversity, 2 ton workshop), sport, yoga, meditation.

### **The seminar thread**

to take up the challenge to transform its organisation in 3 days. In groups of 10 to 15 people, within or between companies, each organisation will be accompanied by experts, coaches and facilitators throughout the journey. This will result in a roadmap for each organisation with concrete and impactful actions, for the months and years to come.

### **The forum thread**

to feed the transformation of its organisation through conferences, round tables, meetings... with women and men at the forefront of ecological issues and business transformation.

### **The sensitive thread**

to be moved and to create a bond, 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.





**REBALANCE -  
ECOLOGICAL  
FOOTPRINTS**

- There is no such thing as carbon neutrality in an economic activity, and even less so on a cruise ship.
- By embarking on our transformation acceleration seminar on board the MSC Euribia, we generate a carbon footprint that we take responsibility for.
- Minimising our greenhouse gas emissions and environmental impacts is a priority.
- Reducing our carbon impact is an obligation, offsetting it is a necessity. But not by buying the right to pollute!

**THE ARCH**  
 we will calculate our carbon footprint and multiply the price per tonne of CO<sub>2</sub> to €100 to obtain the rebalancing amount for the footprints.

## Our ambition is unprecedented but logical:

- To serve both carbon sequestration and biodiversity protection.
- Financing both environmental and social impacts.
- Because the great ecological narrative on which we are setting our course will be written collectively and with respect for social justice

## The Arch opts for a new contribution mechanism to the service:

- Restorative impacts and ecological regeneration
- Societal and humanitarian impacts to meet the social challenges of living together

## With the Game Earth Fund, we have selected 10 social, solidarity, humanitarian, and environmental associations that meet our mission.

With the funds collected on the basis of our carbon calculation, we will therefore support 5 associative pairs created especially for our footprint rebalancing:

1

### We Ocean

research, development, and promotion of initiatives for a sustainable ocean in respect of the marine environment.

### Women For Sea

pooling of skills to implement projects aimed at inspiring action for the protection of the sea and enabling the enhancement and emancipation of women in the service of the sea.

2

### Expedition 7<sup>th</sup> Continent

Association of scientific and educational know-how, and media structured around a common commitment: protection of the oceans.

### SOS Méditerranée

European civil association for rescue at sea of European citizens determined to act on the repeated tragedy of shipwrecks in the central Mediterranean.

3

### Des Enfants et des Arbres

planting by schoolchildren with farmers of their departments, in view of becoming together the actors of the agro-ecological transition.

### Les Ptits Doudou

network of associations of health professionals working to improve the experiences of children, parents, and carers in hospitals.

4

### Planète Urgence

International solidarity and development aid NGO. They protect endangered forests and biodiversity, promote local community development, and raise environmental awareness.

### Toit à Moi

Helping the homeless by providing accommodation in flats bought by the association, helping them to build a new life project, weaving social links to get out of exclusion.

5

### L'équipière 35

Recycling centre dedicated to sports equipment and second-hand items located in Rennes.

### MyHumanKit

invent, make, and share technicalCaid solutions for and with people with disabilities



THE ARCH

# OUR COMMUNITY



The Arch is a non-profit association of public interest under the French law of 1901, led by the quintet of founders, to exemplary careers in the maritime and economic field.



PATRICK BOISSIER



FRANCIS VALLAT



YVES GILLET



JEAN-MARIE BIETTE



FRÉDÉRIC MARCHAND



## INSTITUTIONAL PARTNERS



### Partners of The Arch Meetings



### Media partners



GRUPE  BENETEAU

Marine partner

  
Ouest

Founding partner

 GROUPE  
Interaction

Official partner

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ARMOR GROUP  
WE MANUFACTURE VITAL COMPONENTS

 RAPIDO

Delville   
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 ;  
OFFICE DU DOME ; SEME SAS ; YNITIA ; BESSE ; LARGILLIERE FINANCES ; SOPER ; EIFFAGE ; MICHELIN

IDEC.SPORT

Technical partner



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