

2022

# THE ARCH

2023

## THE EUROPEAN EVENT TO ACCELERATE ECOLOGICAL TRANSITION



Ouest

Funding Partner





## AFTER THE BRIDGE 2017...

THE EMOTIONS shared have helped to accelerate a collective BRAIN-STORMING around our future and generated the desire to move forward into ACTION by focusing on two key areas: EUROPE and ECOLOGICAL TRANSITION

## ... THE ARCH 2023 !

A European event that contributes to accelerate ecological transition by generating and giving exceptional visibility in 2023 to 100 solutions for the planet, from a call for solutions launched in 2022.





Faced with the climate emergency, companies have a major role to play for society, for themselves and their economic model, for their employees and their partners.

The Arch is mobilizing to accelerate the impact of 100 solutions for the planet and make ecological transition in Europe desirable.



# THE ARCH TEAM







## OUR AMBITION

To generate and give **exceptional visibility** to innovative European solutions to accelerate ecological transition.



3 YEARS OF EVENTS  
TO BE SHARED



2021

LAUNCH OF  
COMMUNICATIONS &  
STAKEHOLDER  
MOBILISATION.

Project labeled French Presidency of  
European from the Ministry of  
Ecological Transition.





FRANÇOIS GABART

THE AMBASSADOR OF THE ARCH

As a **charismatic leader**, he will spearhead the way by example and oversee, with his company MerConcept, **the eco-construction** of the boats that will take part in the events.



**FOOD &  
HEALTH**

**MOBILITY**

**CITY &  
HOUSING**

**INDUSTRY  
& DIGITAL  
TECHNOLOGY**

**ENERGY**



**2022**

**LAUNCH OF THE CALL FOR  
SOLUTIONS AND THE YOUTH  
CHALLENGES  
SELECTION OF THE WINNING  
SOLUTIONS.**

**Around 5 themes.**

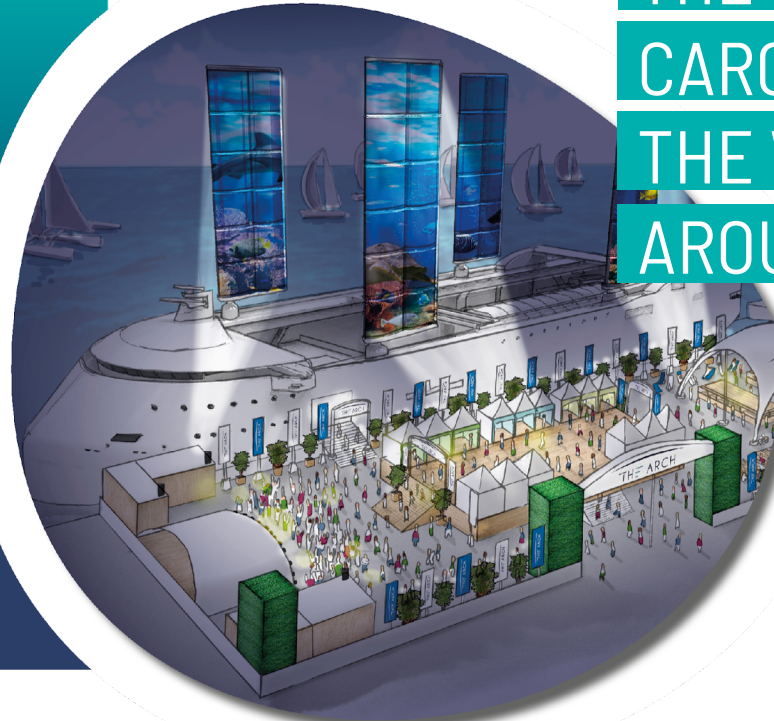
In partnership with EBN\*, IASP\*, ADEME,  
Change Now for the launch of the  
operation, the local authorities...





2023

THE 1<sup>ST</sup> MODERN SAILING  
CARGO BOAT EMBARKS  
THE WINNING SOLUTIONS  
AROUND EUROPE.





Designed by the start-up from Nantes  
Zéphyr & Borée, the sailing cargo is used  
for **transporting the Ariane 6 launcher for  
ArianeGroup between Europe and French  
Guiana.**





MAY 2023

# THE EUROPEAN TOUR OF ECOLOGICAL INNOVATION



- **An exhibition event** in 10 European cities on board the 1<sup>st</sup> modern sailing cargo boat.
- **A race** around Europe strarring Imoca boats.
- **A youth challenge**, sporting and digital information competitions, open to the 27 European countries.



FROM THE 25<sup>TH</sup> TO 28<sup>TH</sup>  
OF MAY 2023

## THE BIG DEPARTURE FROM NANTES & SAINT-NAZAIRE

- Inauguration of the 100 Solutions for the Planet exhibition.
- Descent of the Loire River and artistic show symbolizing the ecological transition.
- Departure from The Arch and the tour of Europe.



FROM THE 2<sup>ND</sup> AU 9<sup>TH</sup> OF JULY 2023

THE GRAND FINAL

BETWEEN GENOA AND BARCELONA



- **The ecological armada**  
accompanies the sailing cargo ship.
- **The race of legends**  
the greatest skippers of all times pass the torch to the young European talents.
- **The on-board forum on ecological innovation**  
to share the best solutions and accelerate their development.





The forum on ecological innovation on board

THE 1<sup>st</sup> GAS AND HYDROGEN  
PROPELLED OCEAN LINER,  
BUILT IN FRANCE





FROM THE 2<sup>ND</sup> TO

THE 9<sup>TH</sup> OF JULY 2023

THE ON-BOARD FORUM

ON ECOLOGICAL INNOVATION

- To bring to a close the European Tour, a 4-day forum behind closed doors in an exceptional setting between Genoa and Barcelona.
- 2,000 managers and all the stakeholders gathered around the winning solutions.
- An original programme, an emotion shared with the European countries.

# A SHARED ADVENTURE



That represents the pride  
of a trailblazing territory.



That is mobilising for  
ecological transition.



That provides concrete  
solutions.



# PLANNING OF THE ANNOUNCEMENTS



31 January 2022

Official presentation and  
launch of the fundraising.



March 2022

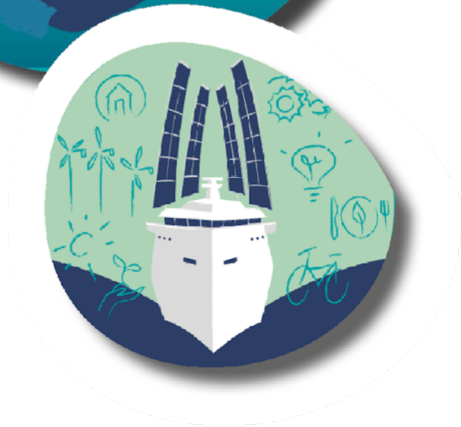
Press conference.



19 May 2022

Launch of the call  
for solutions in Paris.

# CONTACTS



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