

For Immediate Release

COP15 and ChangeNOW join forces to combat desertification

This historic alliance marks a unique convergence between international diplomacy and citizen innovation.

Abidjan, Paris - September 11, 2023 - Today, COP15 - United Nations convention to combat desertification - and ChangeNOW officially sealed a partnership, marking a key moment in the global fight against desertification, for the preservation of the environment and building of a more sustainable future.

The climate crisis and environmental degradation are unprecedented challenges for humanity. Desertification is progressing all over the world: according to the UN, every year, 12 million hectares of land are cleared, causing food insecurity in affected regions. Projections for 2050 predict up to 1 billion hectares of cleared land worldwide.

Today, a large part of the African continent is on the front line of desertification.

The historic alliance between COP15 and ChangeNOW marks a unique convergence between international diplomacy and citizen innovation. By joining forces, the two entities are committed to achieving the ambitious goals of international agreements and translating innovative ideas into concrete action on the ground.

The areas of cooperation of this new alliance against desertification are as follows:

- Knowledge exchange and capacity building ;
- Research and innovation ;
- Advocacy and awareness-raising;
- Organization of international events related to the ecological transition.

Alain-Richard Donwahi, President of COP15 declared:

"COP15 plays a vital role in finding ways to preserve our land and ecosystem. The collaboration with ChangeNOW, a dynamic platform bringing together the most innovative minds and inspiring initiatives for positive impact, reinforces this commitment."

Santiago Lefebvre, CEO and Founder of ChangeNOW added:

"Combating desertification is a major challenge that opens the door to solving all our planet's issues: biodiversity, resources, climate, inclusion, well-being for all, etc. We are delighted with this alliance between COP15 and ChangeNOW, which represents a major step forward in accelerating solutions for a sustainable world."

About COP15

The COP on Desertification is an international conference which aims to combat desertification, land degradation and drought. It was first held in Rome in 1997, and since then has brought parties

together every two years to review progress in implementing the United Nations Convention to Combat Desertification (UNCCD).).

COP15 on desertification was held from May 9 to 20, 2022 in Abidjan, in the Republic of Côte d'Ivoire, under the chairmanship of Mr. Alain-Richard DONWAHI, former Minister of Water and Forests.

This 15th conference on desertification brought together representatives of governments, civil society, the private sector and other stakeholders to discuss how to strengthen the implementation of the UNCCD and combat desertification, land degradation and drought. The conference also discussed ways to strengthen international and regional cooperation to combat these issues.

The COP15 Cabinet on Desertification is made up of a group of senior officials and environmental experts who work with the COP15 Presidency to help organize the conference and ensure its success. The Cabinet has worked closely with stakeholders to ensure that the objectives of COP15 are met and that effective solutions are found to combat desertification, land degradation and drought.

About ChangeNOW

ChangeNOW is a social enterprise that accelerates the environmental and social transition by fostering the deployment of concrete actions and solutions which respond to the biggest challenges of our century.

Each year, we organise the ChangeNOW summit, the largest event of solutions for the planet, bringing together innovators, investors, thought leaders, and policymakers in an inspiring and action-oriented format. We identify promising solutions for the planet and connect them to the resources they need to scale.

Year round, we organise thematic events such as the Impact Job fair, the recruitment fair dedicated to positive impact. Each year we publish, with Les Echos START, the ranking of the best schools to change the world, and we help the development of positive impact projects.

Website: <https://www.changenow.world/>

Newsroom: www.changenow.world/newsroom

For more information on this historic collaboration and future actions, please contact:

COP15 Contact :

Mariana Jouffre

mariana.jouffre@cop15abidjan.ci

+33680436016 / +2250788893703

ChangeNOW contact :

Claire Gaudefroy

+33629271318

media@changenow.world