

PRESS RELEASE

## WORLD LIVING SOILS FORUM: A Second Edition to Accelerate Soil Regeneration

*October 8-9, 2024, LUMA Arles, France*

*Paris, July 10, 2024* - Moët Hennessy, the Wines & Spirits division of the LVMH group, and ChangeNOW, a key facilitator in the ecological and social transition, are co-organizing the second edition of the World Living Soils Forum (WLSF) on October 8-9, 2024, at LUMA Arles (France). This international event brings together all stakeholders committed to soil regeneration for two days of conferences, roundtables, meetings, and workshops to collectively act and accelerate the preservation of living soils.

Soils are a complex and fragile ecosystem. However, over 40%<sup>1</sup> of the planet's soils are currently degraded. It is urgent to act to protect and regenerate them, making this crucial topic more visible and better understandable to all stakeholders.

*"Soils are recognized as a common good, a vital element for survival. They play a key role in climate regulation, water retention and filtration, biodiversity preservation, and carbon absorption. Our responsibility as guardians of exceptional terroirs is to pass on a centuries-old heritage and expertise of excellence to future generations. It is therefore essential to combine agricultural production with the protection of the ecological functions of soils."* Philippe Schaus, CEO of Moët Hennessy.

### An International Forum to Act Collectively for Soils

Naturally concerned about the sustainability of its various terroirs, Moët Hennessy has been committed for many years to the preservation of living soils. In 2022, they launched the World Living Soils Forum to create synergies, share knowledge, agree on methodologies, and track impact indicators to accelerate the transition.

**With the support of ChangeNOW**, the second edition of the World Living Soils Forum (WLSF) will take place on **October 8-9, 2024, at LUMA Arles**. This event aims to bring together even more stakeholders connected to soils, including winemakers, farmers, and agriculture-dependent companies. The event also enhances the presence of startups offering innovative impact solutions and amplifies its international dimension by integrating two simultaneous satellite events from California (USA) and Ningxia (China).

By acting as a catalyst, the WLSF connects researchers, experts, public institutions, journalists, professional associations, and private companies to share concrete actions for sustainable viticulture and regenerative agriculture. The links between science, research, innovation, financing, and field realities are thus stimulated.

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<sup>1</sup> 2022 report of the UNCCD (United Nations Convention to Combat Desertification)

## A Program Addressing Major Contemporary Issues

Discussions will focus on indicators and methodologies to measure soil health, providing a collaborative platform to accelerate sustainability initiatives. Key topics include: How can soil protection and regeneration globally be accelerated? How do we measure progress and impact? How do we finance this transition? How to deploy regenerative agriculture globally? How do we involve stakeholders throughout the value chain?

Four structured tracks will be offered during the event:

- Systemic Challenges: Finance, Policies, and Education
- Soil Health and Measurement
- Nature-based Solutions (NbS) and Regenerative Agriculture
- Society, Art, and Culture

The WLSF program is co-created with an external advisory board of about fifteen experts from diverse backgrounds, who will also be speakers at the event: **Claire Chenu from INRAE, Marc-André Selosse from the National Museum of Natural History, Paul Luu from the 4 per 1000 Initiative, Anne Trombini from Pour Une Agriculture du Vivant, Nicolas Loz de Coëtghourhant from WWF, Stéphane Hallaire from Reforest'Action, Stefania Avanzini from OP2B, Henri Bruxelles from Danone, Santiago Lefebvre from ChangeNOW, Philippe Birker from Climate Farmer, Gautier Quéru from Mirova, Benedikt Bösel from Finck Foundation, and Nicole Rolet from Chêne Bleu.**

*“The protection of soils has never been more crucial than today. Faced with growing environmental and agricultural challenges, we must join forces and work collectively to preserve and regenerate these precious and vital ecosystems. This forum aims to bring together all stakeholders to share knowledge and innovate together to implement sustainable practices.”* **Sandrine Sommer, Chief Sustainability Officer at Moët Hennessy.**

To accelerate the scaling and deployment of concrete solutions, the partnership with ChangeNOW also highlights around twenty startups presenting promising initiatives for soil protection and regeneration. One of them will be awarded for its innovation and supported for further deployment.

*“The soil beneath our feet holds more carbon than all the world's trees. An agricultural revolution is essential to meet the climate and ecological challenges we face. Regenerative agriculture and the science of living soils are among our most powerful tools for building a sustainable world. By co-organizing the World Living Soils Forum with Moët Hennessy, we are committed to accelerating concrete solutions and sustainable agricultural practices to restore health and vitality to our soils.”* - **Santiago Lefebvre, President and Founder of ChangeNOW.**

All discussions will be available for replay on the day of the event, freely accessible on the website [worldlivingsoilsforum.com](http://worldlivingsoilsforum.com)

The detailed program is forthcoming.

### About Moët Hennessy

Moët Hennessy is the wines and spirits division of the LVMH group, which also owns renowned vineyards grouped under the "LVMH Vins d'Exceptions" entity. Comprising twenty-seven Houses, internationally recognized for their rich terroirs, the quality of their products, and the artisanal expertise they embody, Moët Hennessy has been committed for many years to an environmental and social program, "Living Soils Living Together."

*Ao Yun, Ardbeg, Armand de Brignac, Belvedere, Bodega Numanthia, Chandon, Château d'Esclans, Château Galoupet, Château Minuty, Cheval des Andes, Cloudy Bay, Dom Pérignon, Eminente, Glenmorangie, Hennessy, Joseph Phelps Vineyards, Krug, Mercier, Moët & Chandon, Newton, Ruinart, Terrazas de los Andes, Veuve Clicquot, Volcán de mi Tierra, Woodinville.*

### About ChangeNOW

ChangeNOW's mission is to accelerate the ecological and social transition through the implementation of concrete actions that address major environmental and social urgencies. Every year, ChangeNOW organizes the largest event for solutions for the planet. The summit brings together entrepreneurs, investors, change leaders, policymakers, and the general public from around the world in an inspiring and action-oriented format. As a key facilitator of the ecological and social transition, ChangeNOW federates a global ecosystem of change actors.

Additionally, ChangeNOW carries out influential actions aimed at promoting systemic changes in various areas, such as impact-driven recruitment, supporting major educational institutions on ecological and social transition issues, empowering women engaged in the transition, and activating sports as a catalyst for change.

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