



A word about planet A®, a global initiative for agriculture

The planet A® initiative: Innovative agriculture for a shared world

Feed 10 billion human beings by 2050, while preserving our unique planet, contribute to a low-carbon economy by inventing new bioeconomy market opportunities, ensure the geopolitical balance of nations by securing food supplies for all — these are the vital challenges facing humanity. At the crossroads lies agriculture, the keystone that makes everything possible, but without which everything could crumble.

In October 2017, the territory of Châlons-en-Champagne, with support from France's Great East regional authority, launched a multi-disciplinary, long-term and positive initiative called planet A® to develop a new agriculture that is innovative, sustainable and humane.

The planet A® initiative entails:

- **holding an International Agricultural Forum annually**, with the first forum to take place June 28 and 29, 2018 in Châlons-en-Champagne (France);
- **establishing the Advanced Agricultural Studies Institute** (Institut des Hautes Etudes De l'Agriculture - IHEDA) to develop and renew the culture of agriculture among the very people who will be supporting it in tomorrow's world, particularly in the French-speaking countries of Africa and elsewhere;
- **building the City of Agriculture**, with construction to begin in 2020, to raise awareness about plant life cycles among the general public;
- **developing a startup incubator** aimed in particular at the field of smart agriculture, a major challenge for agriculture in the 21st century.

The annual planet A® International Agricultural Forum scheduled for June 28 and 29, 2018

- Opening with the theme "**Agriculture, the mother of all subjects**", this needed and unique forum seeks to position agriculture as a solution rather than a problem to the universal issues of **food security and climate change**.
- The planet A® forum is resolutely generous and contributive. It showcases the agricultural discipline and profession and speaks to the general public.
- It's a positive and open forum that will bring together **350 high-level international speakers and participants**, experts, companies, startups, government decision-makers, world institutions, and others for two days of plenary sessions and workshops. Its aim is to tap into the world's goodwill, share solutions, spread best practices, and secure concrete commitments to truly shake things up.

- **Concrete commitments arising from the workshops** on how to train differently, produce differently, finance differently, and consume differently, will be featured in **a white paper to be submitted to the President of the French Republic** to support the agricultural aspects of the One Planet Summit scheduled at the end of 2018.
- These contributions will also help stimulate discussions on the theme among regional and international authorities, like the G20 meeting of agricultural ministers, set to take place in Buenos Aires in July 2018.
- This open initiative is supported notably through intellectual partnerships with **Fondapol** and the **Jean Jaurès Foundation**.

The initiative has generated interest from all sides and horizons since it was announced.

- The planet A Forum is sponsored **under the high patronage of the President of the French Republic, Emmanuel Macron**, who wants to see the development of a new, forward-looking agriculture that takes into account all the challenges that must be met.
- The planet A initiative, announced on October 26, 2017 in Paris, has won the support of French Prime Minister Edouard Philippe and the French Minister of Environment Nicolas Hulot, as well as acclaim from French Minister of Agriculture Stéphane Travert and Christiane Lambert, President of the FNSEA French farmers' union.
- **Twenty international agricultural powers sent representatives** to attend the announcement, including the First Secretary of the Chinese Embassy in Paris, and agricultural advisers from the embassies of the United States, Iran, Germany, Denmark, Turkey, Algeria, Mexico, and New Zealand between others.
- This event has brought together Jacques Diouf, the former FAO Director-General, Jean Rottner, President of France's Great East region, and Gilles Trystram, Director General of AgroParisTech, alongside Benoist Apparu, Châlons-en-Champagne Mayor, and Dominique Pierre, President of the planet A® association. It resulted in the emergence of a consensus in the media of the need for and the value of such an initiative.