

## PRESS RELEASE

**The World Living Soils Forum unveils a rich and engaging program  
to accelerate soil regeneration.**

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

*Paris, September 17th, 2024* - Moët Hennessy, the Wines & Spirits division of the LVMH group, and ChangeNOW, the key actor and facilitator of 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 numerous stakeholders committed to soil regeneration for two days of conferences, roundtables, meetings, and workshops to collectively act and accelerate the preservation of living soils.

Naturally connected to soils through its various terroirs, Moët Hennessy has been committed for many years to preserving this precious ecosystem. To go further, Moët Hennessy stood as a catalyst and launched the World Living Soils Forum in 2022. This international event dedicated to soil health aims to create synergies, share knowledge on the preservation and regeneration of soils, and agree on common methodologies and indicators to accelerate the transition.

The second edition of the World Living Soils Forum (WLSF), co-organized with ChangeNOW, will bring together stakeholders connected to soils, including winegrowers, farmers, scientists, NGOs, and several businesses. This event will also highlight more solutions, with 23 start-ups proposing impactful innovations, one of which will be granted a Jury's "Coup de Coeur" award. The World Living Soils Forum will expand its international impact with two simultaneous satellite events in California (USA) and the Ningxia region (China).

The WLSF program is fully co-created with an external advisory board of fourteen experts from diverse backgrounds, who will also speak at the event. This year's edition, proposing **some sixty sessions**, will welcome **over 190 speakers around four main thematic** tracks:

- ***Systemic Challenges: Finance, Policies & Education.*** Priority issues and major levers for supporting the transition. Adaptation to climate change, sources of financing, the role of insurers in the face of risk, the role of education and institutions, and policies will be the subject of numerous essential discussions if we are to scale up and accelerate.
- ***Soil Health & Measurement.*** Improving soil health while measuring progress and aligning on shared objectives and methodology are essential. Topics will include the importance of converging indicators linked to regenerative farming practices, the importance of audits and diagnostics, and existing certifications.
- ***Nature-based Solutions & Regenerative Practices.*** Highlighting concrete solutions and various practices deployed in the field to promote biodiversity and preserve soil health and water resources. Featuring case studies on agroforestry, ecological corridors, and regenerative hydrology as well as the complex and topical issue of including nature on balance sheets.

- ***Society, Art & Culture.*** Holistic track exploring the social dimension induced by these changes in the field and the crucial role of storytelling and raising public awareness. It also looks at how art, culture, and gastronomy can be real levers for better understanding the importance of the soil ecosystem and positively influence the decisions of every citizen on a daily basis to choose products made of regenerative agriculture.

The full program and list of speakers are available at [www.worldlivingsoilsforum.com](http://www.worldlivingsoilsforum.com)

All recorded discussions will be available for replay on the day of the event.

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### **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 Maisons, 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, SirDavis, 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 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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