

Press Release

Paris, July 9th 2024

The Cannes Festival funds sustainable agricultural projects

The Cannes Festival, as part of its environmental policy, funds innovative carbon emission reduction projects through Carbon&Co, a subsidiary of the InVivo Group. Specifically, the festival supports a project led by Soufflet Agriculture, based in the Grand Est region, which aims to promote sustainable agriculture through soil conservation agriculture and methanization, with a potential emission reduction of 3,880 tons of CO2 equivalent (TeqCO2).

How it works!



Biogas Digester

Funded by the eco-contribution of festival participants, the project brings together farms in Aube and Haute-Marne where farmers commit to soil conservation agriculture (SCA), a resilient and sustainable method based on three pillars:

1. Permanent soil cover, particularly with winter cover crops.
2. Reduction of soil tillage, including the cessation of plowing.
3. Increased diversity of cultivated species.

Philippe Vincent, director of sectors at Soufflet Agriculture, explains that "conservation agriculture increases soil organic matter, stores carbon, and contributes to soil fertility and biodiversity."

Additionally, farmers use a shared methanizer to valorize intercrop covers and other organic materials by producing green biogas. The resulting digestate is used as fertilizer, illustrating a true circular economy approach.

A potential of 3,880 TeqCO2 sequestered through French agriculture



Cover crop seeding

The practices implemented by farmers allow for a potential emission reduction of 3,880 TeqCO₂. In addition to reducing emissions, this project promotes the sustainable transition of agriculture, revitalizes rural areas, improves farm incomes, regenerates soils, and supports biodiversity.

Diane Sergent, director of Carbon&Co, states: "We are delighted that the Cannes Festival continues to place its trust in us for this project. By supporting sustainable agricultural initiatives, we help reduce greenhouse gas emissions while bringing environmental and socio-economic benefits."

Carbon&Co, a subsidiary of Bioline by InVivo, plays a key role by pooling farmers' low-carbon projects and guaranteeing carbon credits recognized by certification frameworks such as the Low Carbon Label. The company ensures fair remuneration for farmers for their efforts in ecological transition.

For more information, visit our website: <https://www.carbonandco.fr>