

The World Forum for a Responsible Economy Arras 2016

Third agricultural revolution: Towards a sustainable, connected and inclusive agriculture

Article World Forum inclusive agriculture

Inclusive agriculture : third topic discussed at the WORLD FORUM 2016, organized by the Global Forum on Responsible Economy, in cooperation with the Chamber of Industry Trade Area, the Regional Chamber of Agriculture, and the Arras Urban Community, with the assistance of the Higher Institute of Agriculture (ISA) and the Institute OF Genech and Agroé pole.

During this day which has hosted a lot of agricultural professionals but also farmers, entrepreneurs, individuals, training managers and students; various topics were discussed such as sustainable agriculture, connected agriculture and finally the inclusive agriculture that was presented by three speakers:

- Mr. Javier Ponce, architect and project manager of "smart floating farms" in Spain. Project Creator with a positive social impact, he is passionate about how the design and technical skills of the architect can help improve the environment and quality of life he imagined floating urban farms for coastal cities particularly populated to reconcile food production of large cities provide sustainable food.
- Mr. HERRMANN Arnaud, Director Sustainable Development at Accor Hotel, coordinates the PLANET 21 program, commitments in 2020 which aims to open wherever Accor Hotels operates, some new ways to a positively hospitality. Among the commitments took, reduce food waste and to promote a healthy and sustainable feed are honored.
- Mrs Wil BEKKERING, director of the University of Applied Sciences CAH Vilentum - Almere project "Floriade" (Netherlands). It is associated to the Floriade project - Amsterdam Almere 2022 World Horticultural Exhibition held in the Netherlands every ten years since 1960.

In 2022, it was under the theme "Growing Green Cities" (Growing greener cities) that will turn the exhibition.

During the round table, Mr. Javier Ponce, first speaker presented his project of "smart floating farms," a floating farm who functioning by a system of solar panels and hydroponics. She is destined to decrease the imports of food and to bring customers close to the producer. According to him, the fact that 80% of land is used is a real challenge especially for an increasingly large population (over 9 billion in 2050). "The key to the future is to allow people to learn different processes," said Mr. PONCE. "Producing healthy, fresh and sustainable is a challenge for the next years. "

Present in 90 countries, Accord Hotel is undertaking a major innovation every year. The dynamic created by these projects supports the jobs in the agricultural sector and the importance of local products is highlighted. Their plan of action is: the responsible restoration, hence the creation of 1,000 urban gardens in their hotels (eg soup Pullman Paris Tour Eiffel), second objective: reduced food wastes by 30% but also their participation in "plant for the planet "which is a support program for agroforestry. Thus, since 2009, around 90,000 trees were planted in France.

As Mr. PONCE, Mr. HERRMANN stressed the importance of bringing closer the consumer of the product but also to offer them a quality food, fresh and local.

Finally Madam, BEKKERING exposed the Green City Almere model, a new town of 200 000 inhabitants installed on the polders in Netherlands. Model of urban agriculture and social integration with more than 100 different nationalities, Almere is a self-sufficient city soon the 5th largest city of Netherlands (see Video 1).

The Floriade project which she is associated (see video 2) is a model for urban agriculture. "The perfect symbiosis between the city is and the nature", Almere Floriade will be a grid of gardens on a peninsula of 45ha. Each block will be dedicated to different plants, a central library will be located inside the area. Each block will be devoted to a wide variety of programs, pavilions to homes, offices and even a university which will be organized as a botanical garden, a vertical eco-system in which each class will have a different climate.

Public questions :

But what about the economy?

Each year, 125 innovations are emerging in Almere and we find that the added value is real. It's a good thing in terms of the health, well-being, quality of life.

And regarding the organization?

It is easier to build everything from nothing rather than started it in Paris on the Elysée fields, answered Mr. HERRMANN.

Is it truly inclusive?

There is no real connection between urban agriculture and 'old agriculture ', create this connection is difficult that's why Almere is a success! Because we have directly integrated modern agriculture in this city, we have not built it on the basis of conventional agriculture.

The result of this round table was the mention of the importance of integrating young people into this kind of project to orient the future of agriculture towards a model more environmentally friendly which try to resolve the challenges of a growing population and a decreasing of agricultural lands.