



Press Release – 14th November 2019

The FAMAE Foundation is launching its 3rd International challenge dedicated to Food: “Food for Good”

€2,000,000 to foster innovations with a positive environmental impact, in support of a healthier and more sustainable Food Chain

On November 14th, The FAMAE Foundation is launching “**Food for Good!**”. This unique competition, by its scale and worldwide recognition, is focusing its 3rd edition on one of the main environmental challenge of the future: The Food Chain

From “field to fork”, this challenge is for all stakeholders along the food chain, (entrepreneurs, SMEs, students, researchers, farmers, NGOs and public bodies), and covers the production, transformation, logistics and consumption of food.

*« The idea is to stop talking and start acting. Nutrition is at the heart of our daily lives. It is also one of the main environmental challenge we are facing, from field to fork. We consider that it is our duty to support new initiatives that will give access to all to better and healthier food, contribute to a more resilient society, with a lower environmental footprint. Humanity’s alimentation must be healthy and affordable for all. **Innovating at all stages of the food chain will allow us to reach a sustainable future.**”* said Éric Philippon, Founder of FAMAE.

A Major Challenge: « Food For Good ! »

In the context of climate change, hunger and population growth, the agricultural and nutritional challenges of the world have become critical.

With 9 billion inhabitants on Earth by 2050, there is a crucial need to act in order to develop solutions that will stop hurting our planet. Food, with nearly 40% of worldwide greenhouse gas emissions, constitutes a formidable challenge to reduce our environmental footprint.

The FAMAE Foundation and its eco-system of experts are looking forward to tackling this challenge with the third edition of its challenge “Food for Good! “

This challenge is for all the projects that fit within the broad spectrum of “farmer to consumer”; from better food production systems to better distribution circuits that are compatible with climate change, as well as new alternatives to our existing diets.

This challenge promotes and supports a large spectrum of initiatives that will contribute to a better adequacy of the Food Industry model with climate urgency and sanitary threats.

A significant international dimension

About 2-years ago, the FAMAE Foundation was launching the 1st edition of its worldwide competition, to find solutions to “Waste”, with a €1,000,000 prize.

The following year, it chose “Water” as the new challenge and the prize doubled.

The foundation, with a growing international appeal, has quickly become a key stakeholder for a lot of players with innovative and environment friendly projects.

Since Autumn 2017, nearly **4,000 projects from 120 countries** (70% non-French) have been reviewed. In total, the foundation has designated **12 laureates**.

“In 2018, we have been laureate of the FAMAE Competition. This award allowed us to develop the credibility and visibility of our company” stated Maxime Baptistan, CEO of Profifly (Insect farming). “Since then, we are working regularly with members of the foundation. They are helping us with the development of our business and share their national and international networks with us. This is a tremendous asset!”.

A competition in 3 main steps, a prestigious jury made of experts

From **14th November 2019**, candidates will be able to submit their project in French or English via the Foundation’s secured online platform: <https://famae.earth>.

The application phase will end on **February 14th, 2020**. The review of the projects and the selection of nominees will end in May 2020 with the Award Ceremony taking place on **June 13th, 2020 at the Vivatech trade show in Paris**.

As per the previous editions, the laureates will be selected by a **prestigious jury** made of experts and celebrities, among others:

- **Bertrand PICCARD** : President of the SOLAR IMPULSE Foundation
- **Geneviève FERONE** : Vice-President of AGRISUD and Nicolas Hulot Foundation
- **Marie-Stéphane MARADEIX** : Chief Delegate to the Daniel et Nina Carasso Foundation
- **Michel FORTIN** : Co-founder of Naturéo
- **Olivia YAMBI** : Co-president IPES Food
- **Éric PHILIPPON** : President of the FAMAE Foundation
- **Sébastien LYON** : General Manager UNICEF France
- **Olivier ROELLINGER** : Michelin star chef

The number of laureates will depend on the jury's choice. Besides financing, laureates will benefit from a long-term support of the members of the FAMAE Foundation and its ecosystem (Entrepreneurs, Investment Funds, Partners, etc.) to help them develop financially, commercially, environmentally and legally their project.

Key thematic partners

This year again, the FAMAE Foundation is gathering renowned partners, involved with environmental and food issues.

- 1- Solar Impulse Foundation
- 2- Daniel et Nina Carasso Foundation
- 3- UNICEF
- 4- EIT FOOD
- 5- Slow Food
- 6- Vivatech
- 7- MakeSense
- 8- Sparknews
- 9- Make.org
- 10- Agoranov
- 11- Rockefeller Foundation

About the FAMAE Foundation

FAMAE is an independent foundation created in 2017 by Eric Philippon and his family with the objective to support and highlight initiatives which allow us to reduce our environmental footprint in the major circular economy sectors: water, waste, energy, mobility, food and consumption.

The vision of the foundation is based on the conviction that technological innovations, with the right financial support, will allow the acceleration of the necessary ecological transformation. To achieve this goal, the Foundation organises an international innovation competition every year with each time a different theme and significant financial support.

For further Information and Interviews

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