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# Introduction : Objectives of the workshop (INRAE)

Suzanne Reynders - INRAE

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INRAE

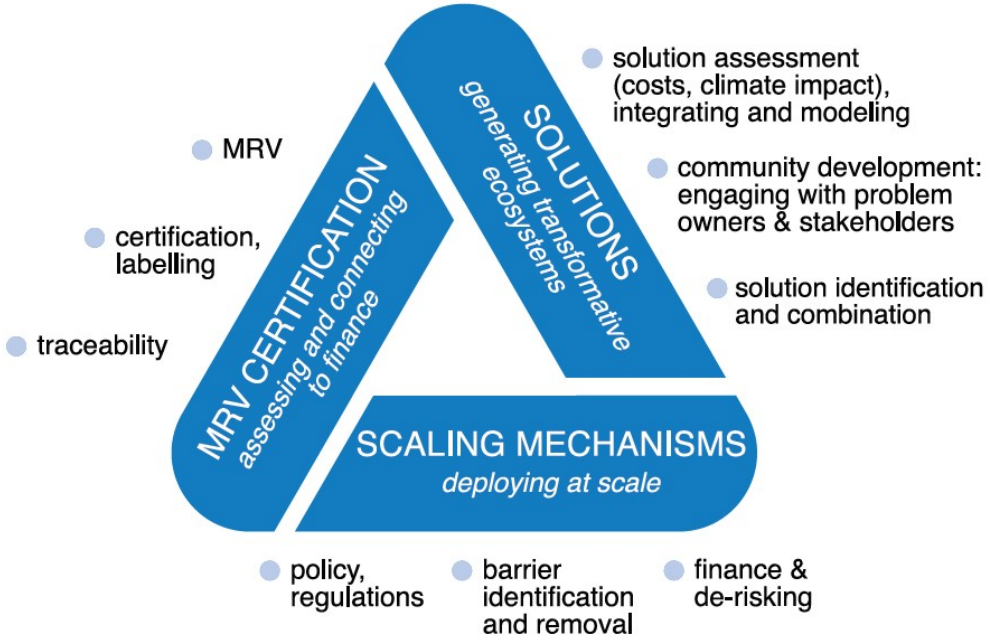
The Soil Carbon Farming network
SCARF

I4CE INSTITUTE FOR CLIMATE ECONOMICS

4 POUR 1000
LES SOLS POUR LA SÉCURITÉ ALIMENTAIRE ET LE CLIMAT

# Context of the webinar: the EIT Climate-KIC Carbon Farming project

The EIT Climate-KIC "**Carbon Farming**" project

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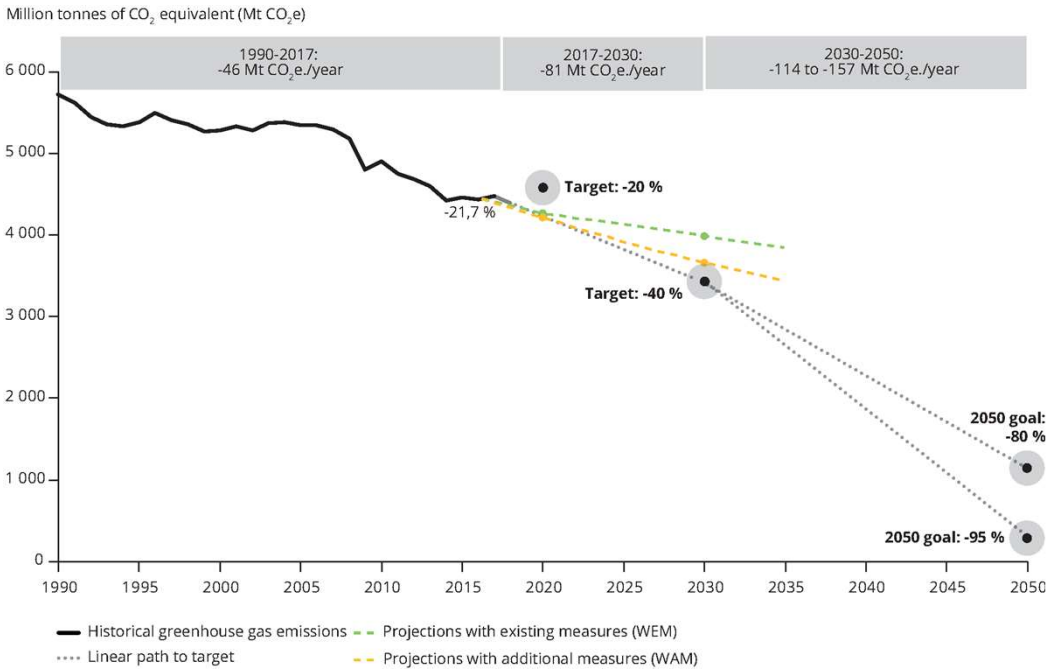
## Context of the workshop: the EIT Climate-KIC Carbon Farming project

The **SCARF (S**oil **CAR**bon **F**arming) network is developed within the EIT Climate-KIC "**Carbon Farming**" project

# The challenge of emissions reduction

**Greenhouse gas emission trend projections and target**




***Source : European Environment Agency (EEA), European Comission***

- Global GHG emissions in 2018 : 55.3 billion tons of CO2 (Gt CO2 eq)
- EU territory (27 Member States) emissions in 2018 : 3.5 Gt CO2 eq of GHGs, a 23% decrease compared to 1990

**The additional effects of planned measures reported by Member States illustrates the need to do even more!**

**→ Carbone storage is part of the solution**

## The voluntary carbon market :

- A new market
- A transition to be supported by the agricultural world
- An opportunity to remunerate farmers fairly

### Criteria for domestic and international carbon certification :

- Be additional
- Measure and verify the amount of CO2 avoided/stored
- Guarantee the uniqueness of the carbon credits
- Be transparent and allow verification of sequestered / avoided CO2e emissions.

# The value of voluntary carbon in Europe

**The price of carbon credits depend on :**

1. The types of practices implemented
2. The area
3. Buyers' preferences
4. Type of transaction

**13€/$tCO_2e$ in Europe**
(price between 6€/tCO2e and 110€/tCO2e)

**VS**

**6€/tCO2e on international markets** (prices range from 0.4 €/ tCO2e to 72€/ tCO2e)



Source : Gabriella CEVALLOS, Valentin BELLASSEN, Julia GRIMAULT, Domestic carbon standards in Europe, 2019 : https://www.i4ce.org/download/domestic-carbon-standards-in-europe/ p. 6

# Agenda

1. **Business models for the implementation of carbon storage (INRAE – Mathieu Noguès)** – 10 minutes
2. **The contribution of public funding (French Ministry of Agriculture and Food – Anaïs Valance)** – 10 minutes
3. **Livelihoods (Jean-Pierre Rennaud)** – 10 minutes

**First question session** – 10 minutes

4. **France Carbon Agri Association (Jean-Baptiste Dollé)** – 10 minutes
5. **Nataïs (Michael Ehmann )** – 10 minutes
6. **Mac Donald's (Sandie Boudet)** – 10 minutes

**Second question session** – 10 minutes

**Conclusion (INRAE)** – 5 minutes

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# Business models for the deployment of carbon storage approaches

Mathieu Nogués - INRAE

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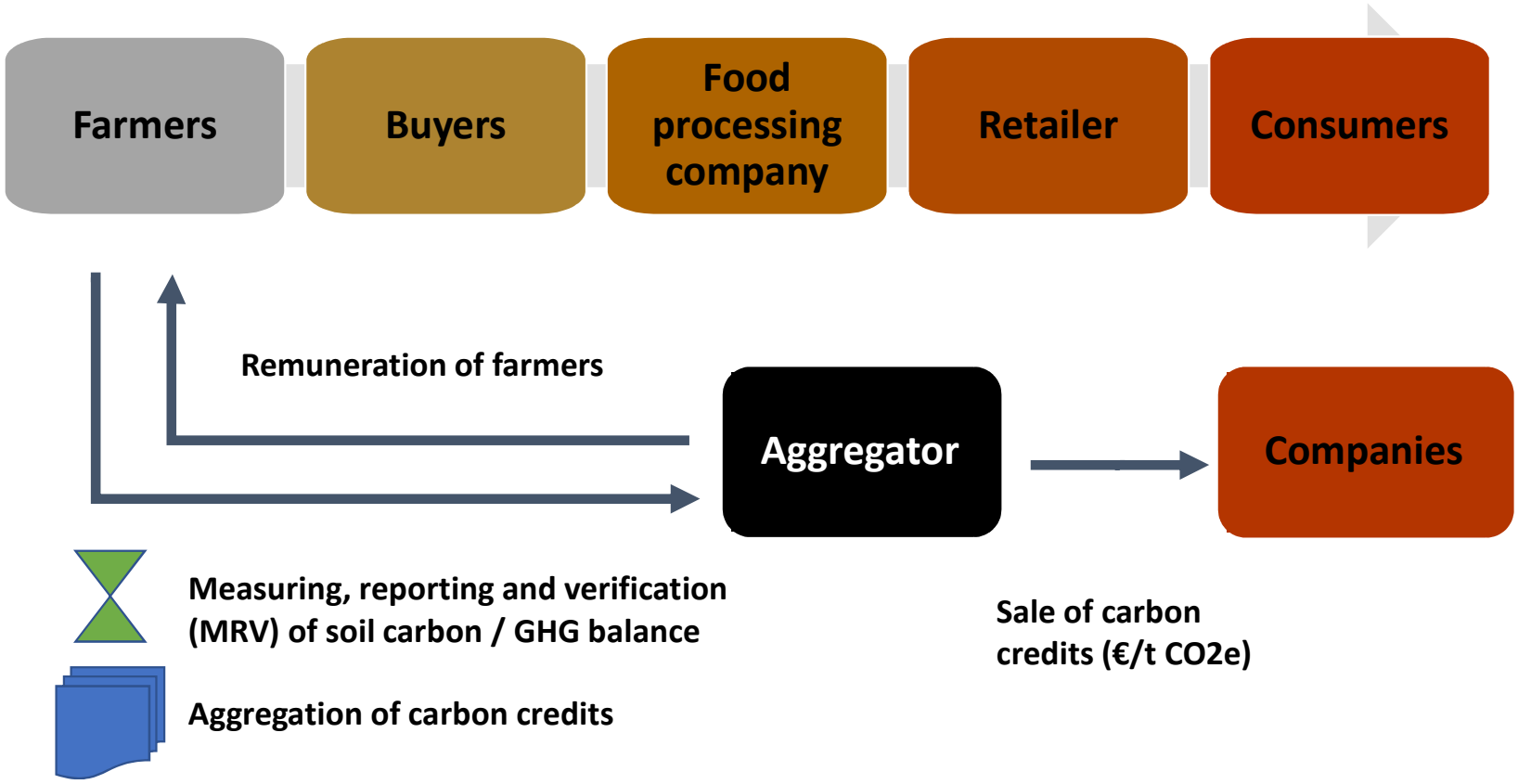
The Soil Carbon Farming network
SCARF

# Presentation of the study


**ADEME study :** Territorial demonstrators of carbon storage in soils

**Deliverable 2:** Framework of possible business models for the implementation of a carbon demonstrator : https://hal.inrae.fr/hal-03230793

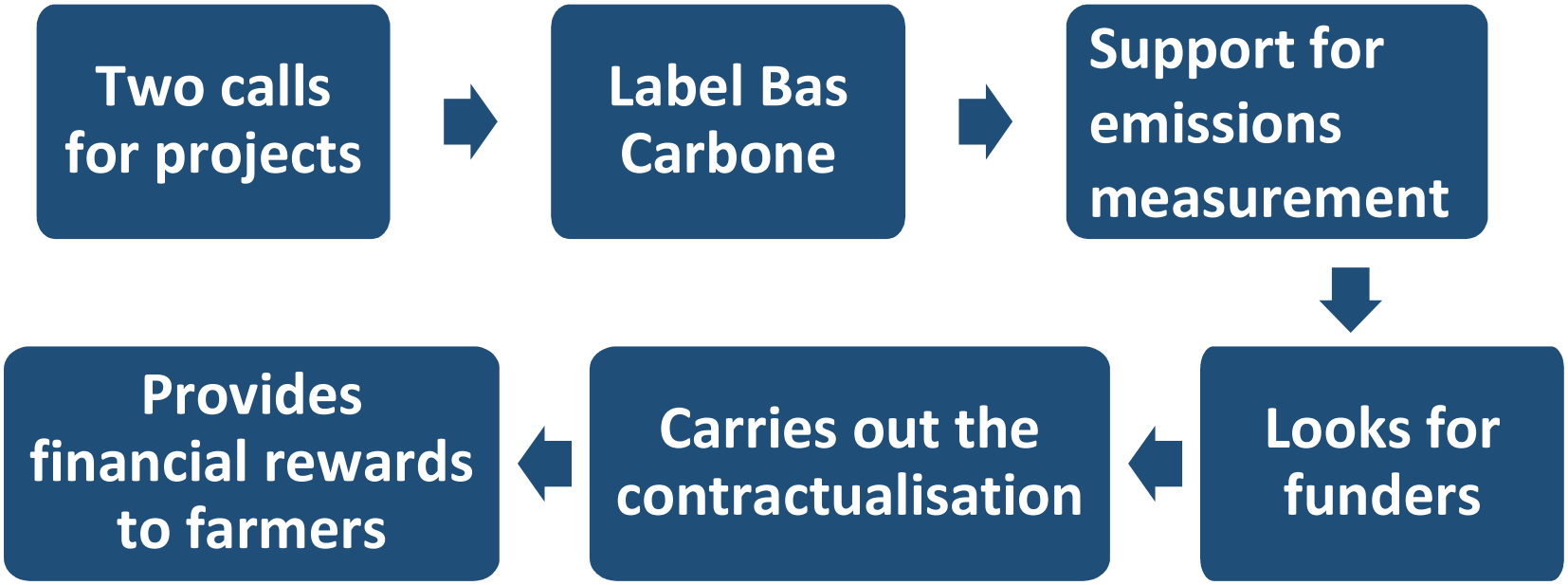
# Aggregation of carbon credits by a third party



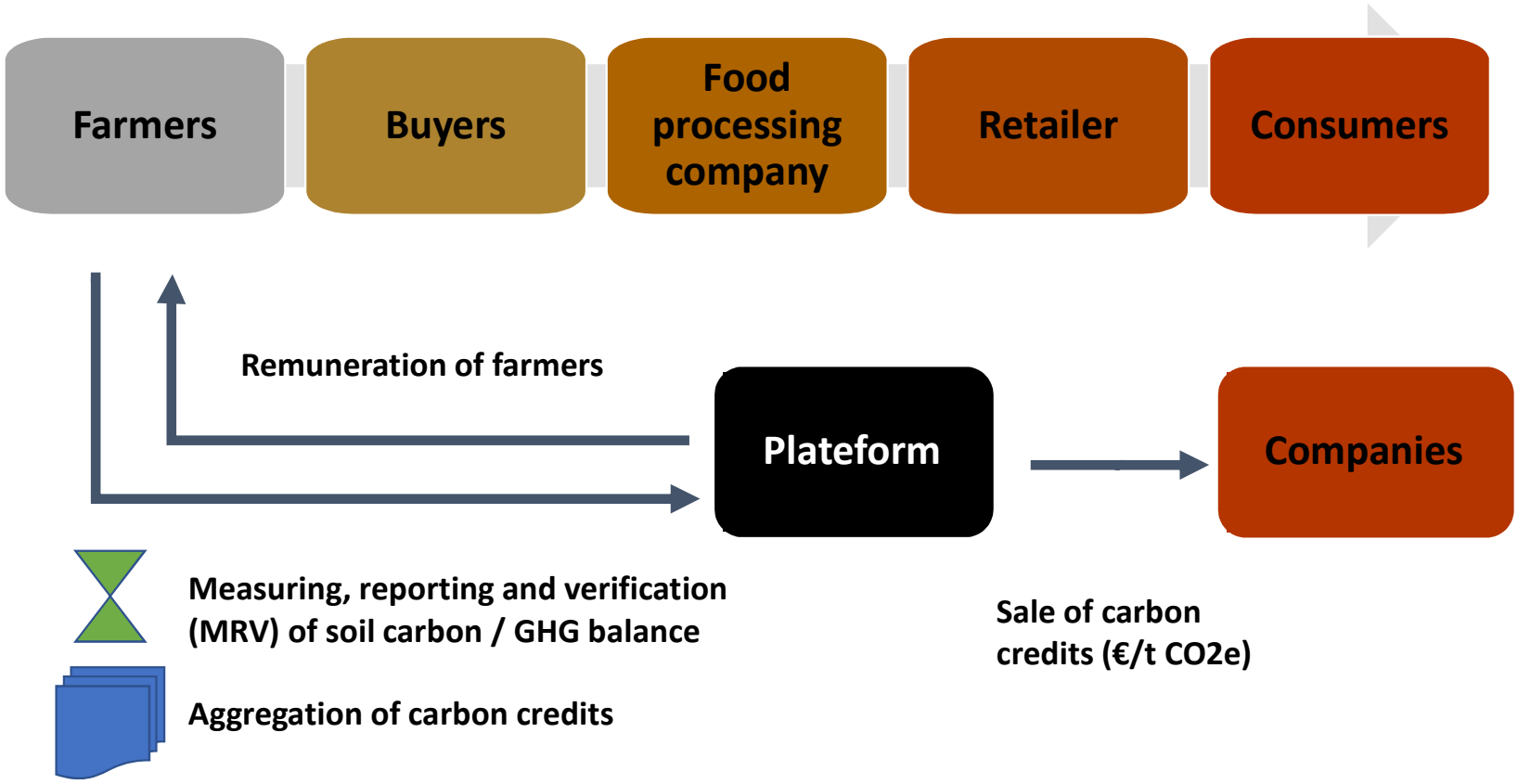
# For example : France Carbon Agri Association

- **First agricultural methodology** certified by the Ministry of Ecological Transition and Solidarity

FRANCE CARBON AGRI ASSOCIATION



# Aggregation of carbon credits by a Plateform

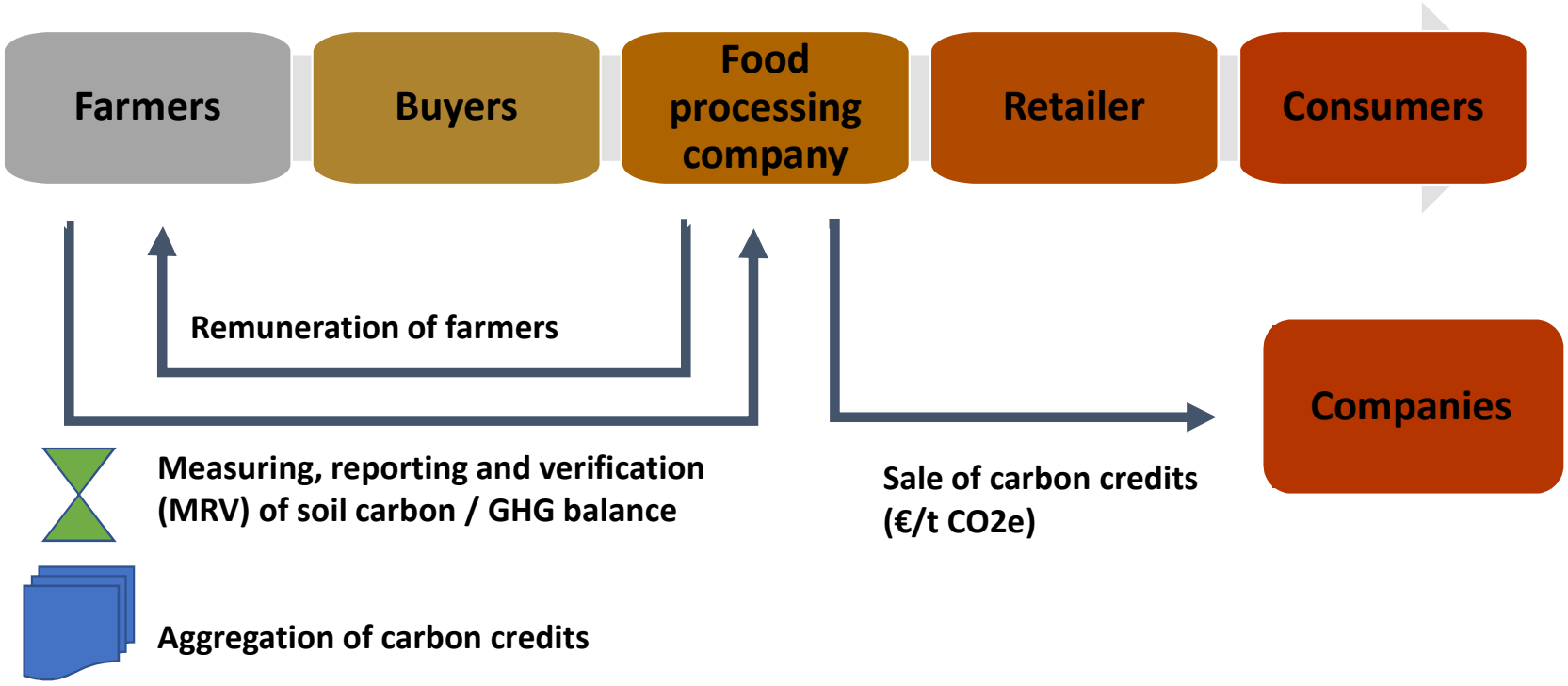


# For example : Soil Capital

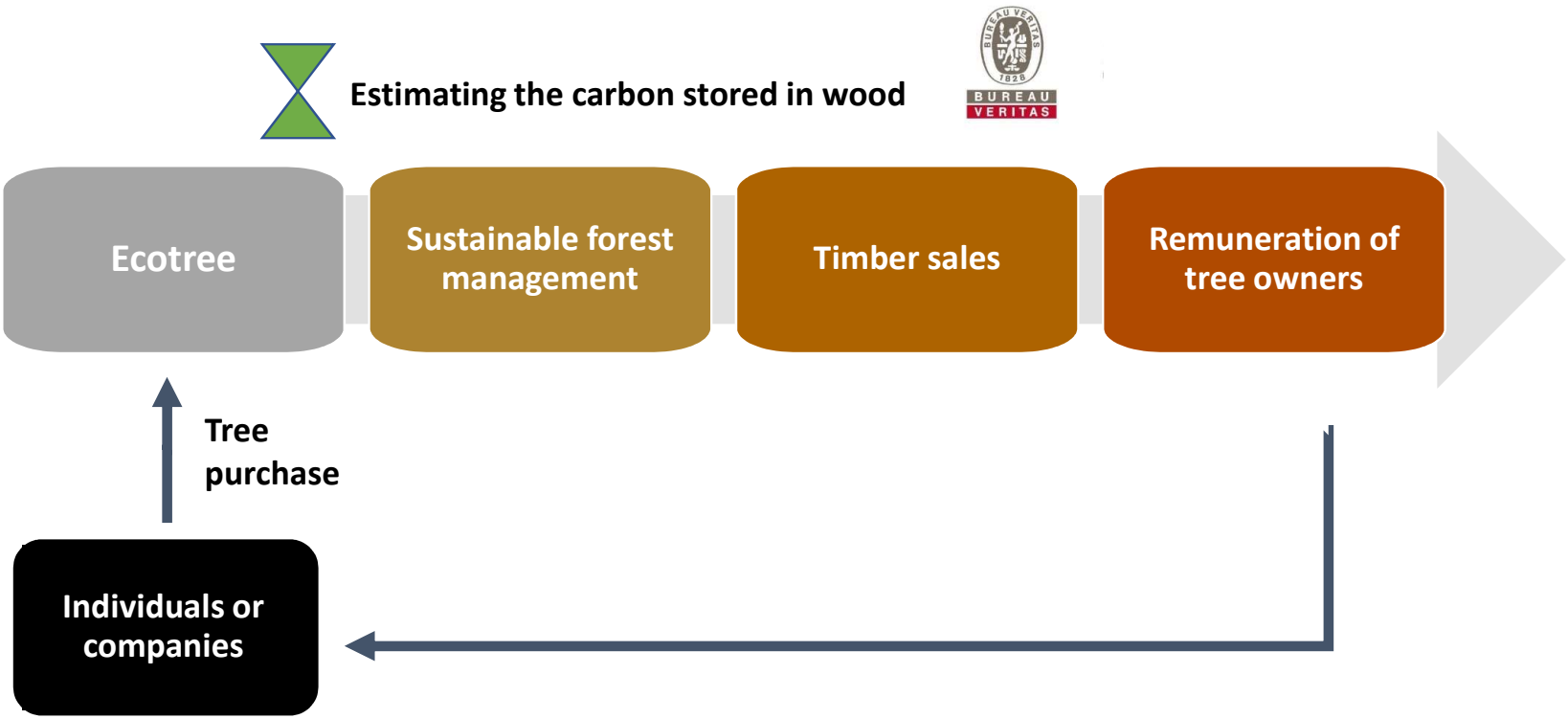
A growing European plateform :

- ❑ Launched in 2020
- ❑ Method : Standard ISO 14064
- ❑ Carbon verification : Cool Farm Tool
- ❑ Carbon certificates : 27.5 euros/t of $CO_2e$
- ❑ 175 farmers joined the program

# The financing of carbon storage by an agri-food company in its value chain



# Citizen financing of carbon storage projects (the Ecotree case)



# Recommandations to support the success of the Carbon Demonstrator in agricultural soils

1. To support investment in equipment and goods
2. To make these projects benefit from the complementarity of voluntary carbon markets with public subsidies
3. To analyze the economic added value of labels
4. To share the risks
5. To use scientifically validated methods
6. To strongly encourage the continuation of stocking practices

# Thank you for your attention!

**Contact :**

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# The contribution of public funding

*SDPE / DGPE*
French Ministry of Agriculture and Food
*anais.valance@agriculture.gouv.fr*

# Conditions for the development of the « *Label Bas Carbone* »

**Private investors** (in agricultural supply chains and outside) show a great interest in the « *Label bas carbone* » and the label is primarily designed for their use.

**Public funding** is used, in particular at the launching phase, to :

i. Encourage the development of new « *Label Bas Carbone* » methodologies (to cover all the agricultural products), in addition to private funding

ii. Support the first steps of farmers who wants to join in the « *Label Bas Carbone* »
   - By financing the initial farm assessment through the French recovery Plan, as a first step to join in a project based on the Label

iii. Formulate a strategy for the development of such tools in the agricultural sector

But overall, the role of the public sector is mostly to **create the regulatory framework** :

- For the label bas carbone itself : as already explained
- To ensure the coherence with the Common agricultural policy
- To increase climate ambition : *cf* new obligation for compensation (climate law under discussion)

# 1. Encouraging the development of new methodologies (to cover all the agricultural products), in addition to private funding

List of methodologies (available and under development) :

| Validated | In the process of validation | Under development |
|---|---|---|
| Carbon Agri – Livestock farming (CAP'2ER) | Agroforestry (hedges) | Sheep – Goat breeding |
| | Crop | Agroforestry (alley cropping) |
| Orchard plantation | SOBAC'ECO-TMM – input's reduction | |
| | Ecomethan | Methanisation |
| | | Pig breeding |
| | | Viticulture |
| | | Pulses plants |
| | | Perfume plants |

→ **Development of methodologies mainly driven by the private sector but public funding can be useful**

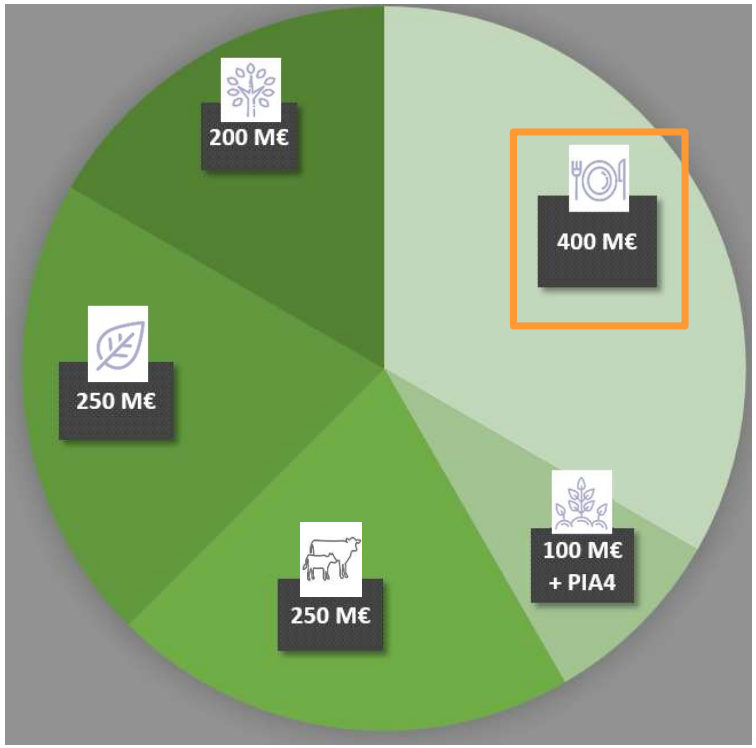
# 2. The « *Carbon Assessment Scheme* », part of the French recovery Plan

**The recovery plan** annonced by the French government on the 3 September 2020 **include an important part dedicated to agricultural, food and forestry transition, as 1.2 billion of € are dedicated to this support.** In addition, cross-sectorial actions of the recovery plan will also provide incentives for forest, food and agricultural actors.

**1.2 billion €**

***Dedicated to farming, farmers and consumers***

# Budget repartition (1.2 billion €) dedicated to the agricultural sector in the recovery Plan




- **Accelerate the agroecological transition to provide healthy, safety, sustainable, local and quality food for everyone**
- National Strategy on vegetable protein
- Stock farming : updating, health security, animal welfare
- Renewal of agricultural equipment to engage farmers in agroecology and adapt their farms to climate change
- Adapt forests to climate change to better mitigate

# Presentation of *Carbon Assessment Scheme*

- A budget of **10M€**
- Objective : to encourage young farmers to reduce their GHG emissions and develop carbon storage, taking into account climate adaptation and the farm business plan
- Financing rate of **90%** ~ cost for the farmer of around **200-250 €**

**Target : ~ 4 500 « *Carbon Assessment Scheme*» in 2 years (2021-2022)**
**Representing 7% of national young farmer's population**

→ Recovery plan funding : public support to make a first step toward Agrecology and to increase the development of private carbon compensation funding, based on the « Label Bas Carbone ».

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ADEME
AGENCE DE LA TRANSITION ÉCOLOGIQUE

# Content of *Carbon Assessment Scheme*

- A **diagnosis to assess GHG reduction and carbon storage potential**
- **An optional detailed assessment on « soils »** : include soil analyses & agro-pedological advice

- An **action plan** describing **levers for improvement** over a 15 years period, **funding available for the implementation** and **monitoring indicators**.
  - *Possible* use of the validated methods of the Label bas-carbone
  - Analysis of vulnerability and adaptation to climate change
  - Technical and economic analyses of suggested options/levers, in connexion with the farm business plan

- A **tailor-made support over time to facilitate farmer's implementation** of their action plans (+ 6 months)

# Implementation of the *Carbon Assessment Scheme* measure

- ✓ **Call for Projets** launched **to identify service providers**, who will carry out farm assessment.
- ✓ Ended on the **29th January 2021**
- ✓ **Selection of 38 service providers** in charge of delivering ~ **4 500 *« Carbon Assessment Scheme »* over 2021-2022**

**Covered sectors** : arable crops, mixed production systems (crop/livestock), livestock breeding (mainly ruminants, pigs).
**Other supply chains** : viticulture, fruits and vegetables, *etc*.

→ **A real diversity of service providers** : advisory structures, cooperatives and others operators
→ **They are begining now and untill the end of 2022**

# To go further on the French Recovery Plan …

# 3. Formulation of a strategy for the development of such schemes in the agricultural sector

The Ministry of agriculture has just launched of a study to carry out **an inventory of the existing schemes** to promote climate change mitigation efforts in agriculture and to draw up the **development prospects of these schemes** by paying attention to the possible diversification of agricultural income.

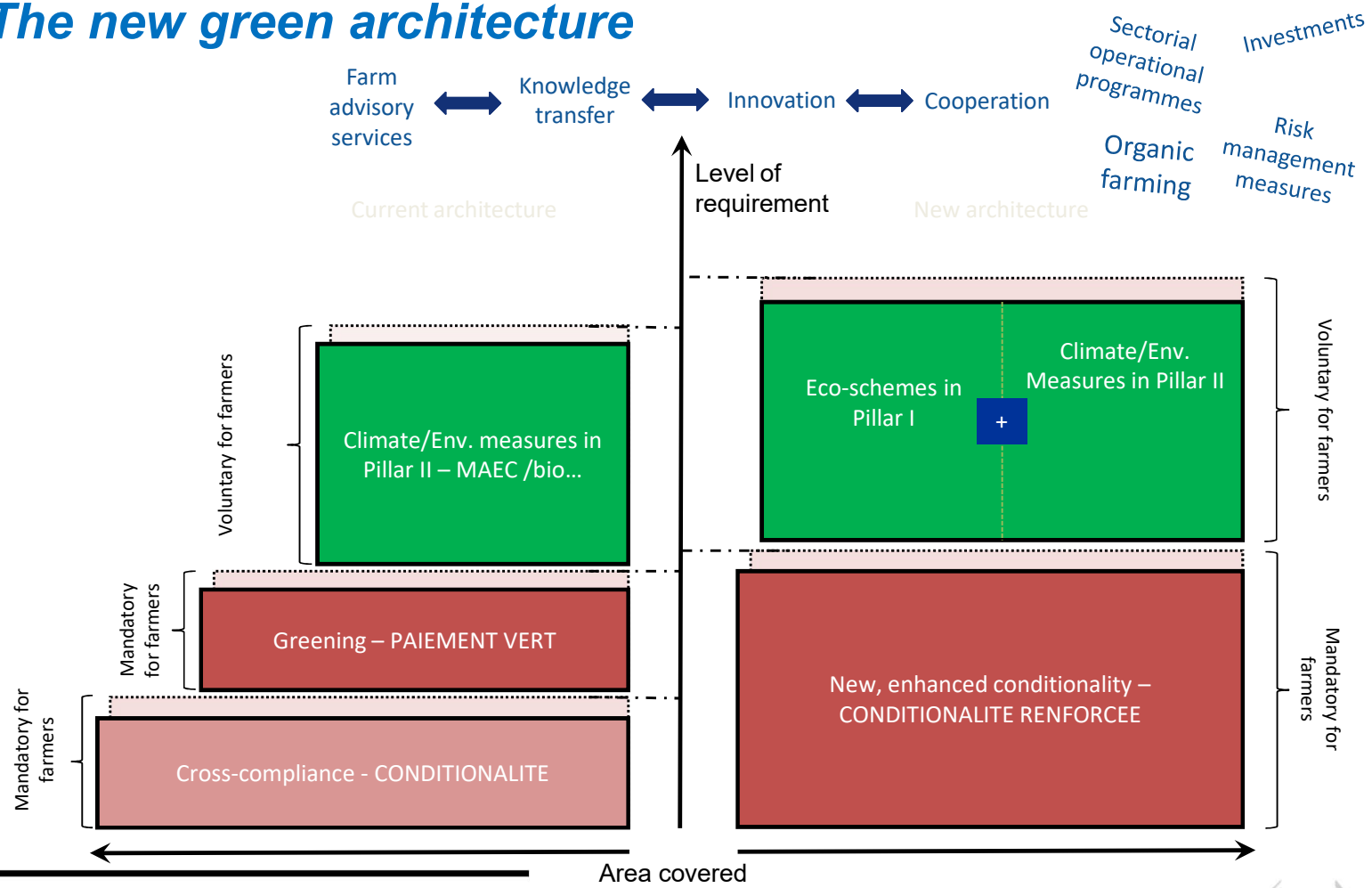
The study will in particular :

- offer an in-depth analysis of existing schemes/experiences, analysis of strengths, weaknesses, opportunities and threats, in France, but also from international practices.
- propose concrete recommendations for a quick development of these schemes in France by identifying the levers to be used.

- The results of this study will be used for the development of **a strategy for the large-scale development of schemes and mechanisms** to promote climate change mitigation efforts in the agricultural sector in France
- First results expected before the summer and full report in late October 2021

# 4. How to ensure the coherence with the new CAP ?

## *The new green architecture*

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European Commission

# How to ensure the coherence with the new CAP ?

**As explained, additionality** is assessed in the Label relatively to a **baseline scenario**, determined in the method :

- ✓ Likely situation in the absence of labelling
- ✓ **Regulatory requirements** and **common practice**
- ✓ **Incentives provided by other instruments** than the label

→ **Only emissions reductions that go beyond the baseline scenario are recognized**

The new CAP raises the issue of the **new baseline scenario as new regulatory requirements and new incentives** will be put in place

This subject is still under discussion, as the European and National regulations are not yet finalised

➢ **The label will have to adapt these new regulations**

# 5. Role of the public sector to establish regulatory frameworks increasing climate ambition

The climate law under discussion introduces in its article 38 an obligation for airlines **to compensate GHG emissions for all domestic flights** in France**.**

The first objective of several articles of the law is to decrease emissions related to domestic flights. In addition, it introduces obligation for compensation of the residual traffic.

The objective is to have this compensation implemented in France and Europe preferentially.

→ **Demand for schemes such as the « *Label Bas Carbone* », may therefore significantly increase** in France in the coming years.

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# Thank you

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French Ministry of Agriculture and Food
*anais.valance@agriculture.gouv.fr*

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Leverage the carbon economy to finance ecosystem restoration, agroforestry, and rural energy projects with tangible social, environmental, and economic added value for rural communities.

### The Livelihoods Carbon Fund #1

(Launched in 2011)

| | | |
|---|---|---|
| **1** million project beneficiaries | **130** million trees being planted | **120 000** households being equipped with efficient cookstoves |
| **10** million tons of CO2 to be sequestered over 20 years | **9** active projects (Africa, Asia & Latin America) | **40** million € invested |

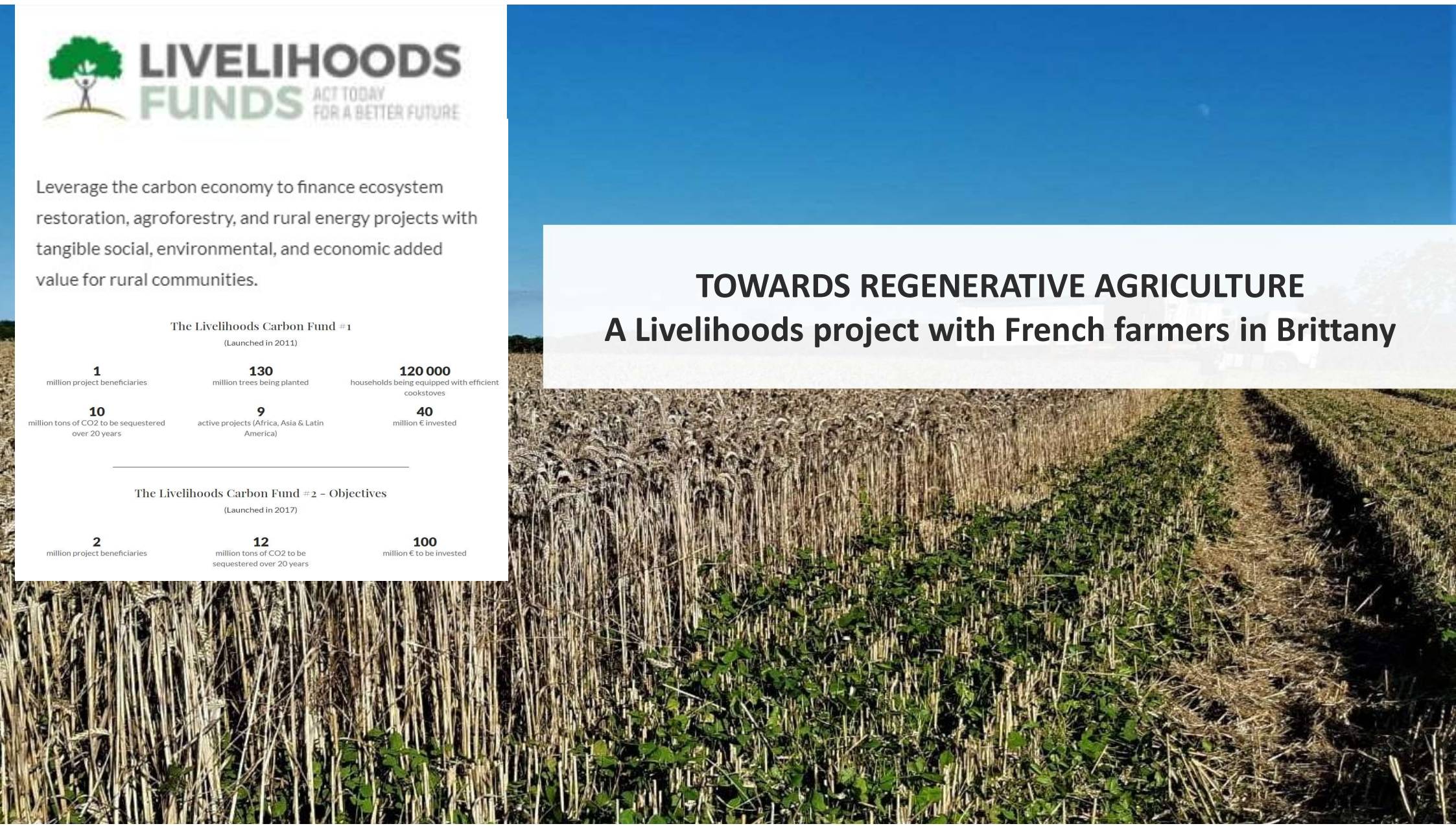
---

### The Livelihoods Carbon Fund #2 – Objectives

(Launched in 2017)

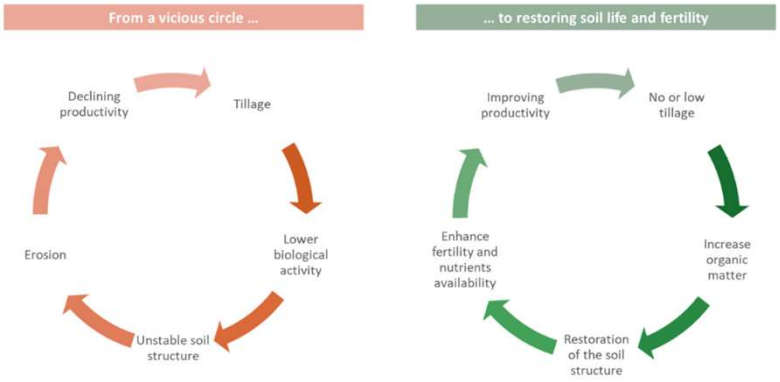
| | | |
|---|---|---|
| **2** million project beneficiaries | **12** million tons of CO2 to be sequestered over 20 years | **100** million € to be invested |

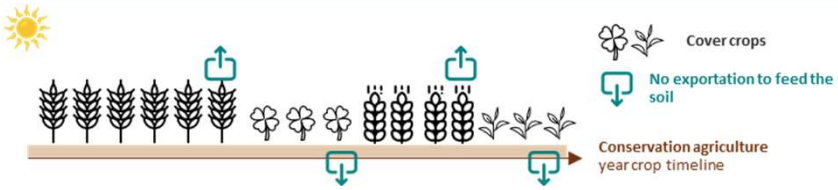
# TOWARDS REGENERATIVE AGRICULTURE
# A Livelihoods project with French farmers in Brittany

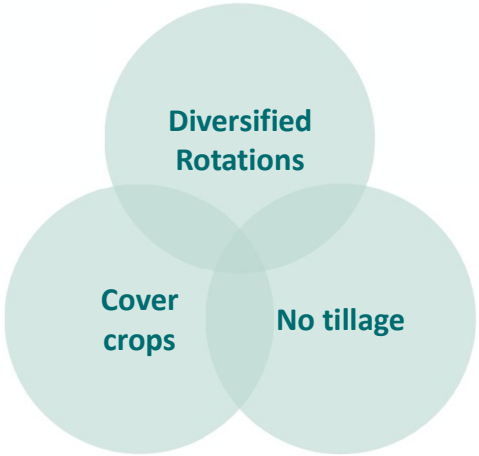


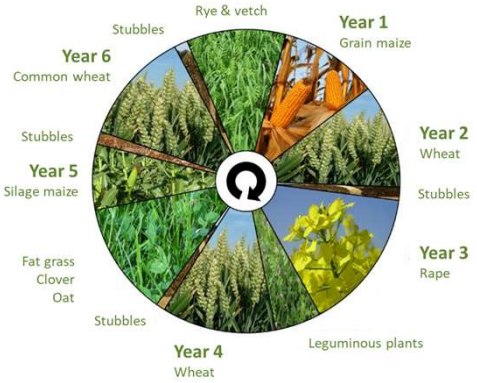
# A PROOF TESTED REGENERATIVE AGRICULTURE MODEL

## HEALTHY SOILS GENERATE HEALTHY PEOPLE ON HEALTHY TERRITORIES




# A PROJECT BUILDING ON
# **AN UNPRECEDENT STAR ALIGNEMENT**

**Pioneer farmers** gathered in an association **seeking to scale up** and sharing with other farmers

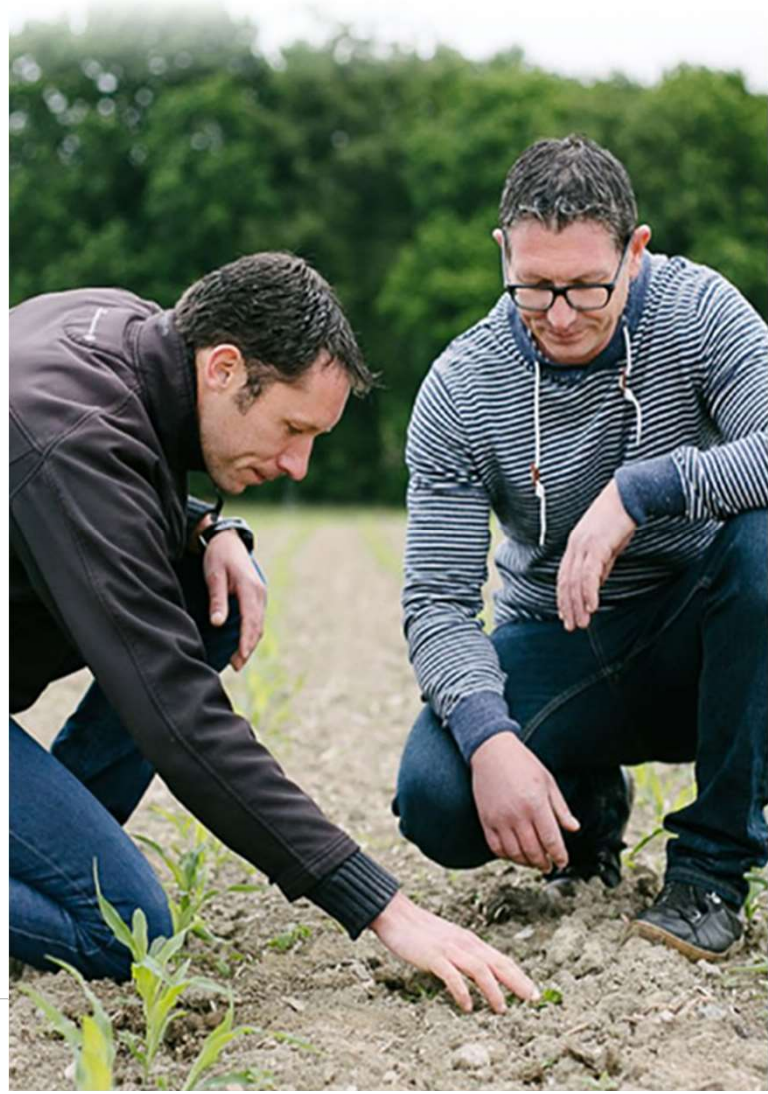
**A committed region** willing to foster the change and **cofound the project**

A decade long **proof tested & attractive regenerative agriculture** model

**Local leaders ready to support project efforts** on the long run

**Critical impacts** on soil, climate, biodiversity, farmers pride and working conditions

**New options for implementing voluntary carbon projects** in advanced economies



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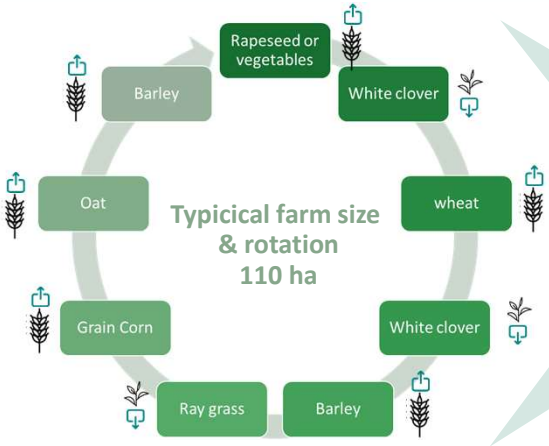
# A STRONG FARMERS' MOTIVATION TO GET COMMITTED




## A more rewarding job

- Increase **labor efficiency** (up to 25%)
- Free time dedicated to **more observation,** testing, creativity and **self decision-making**
- **Restore farmers' pride**

## Enhance farm productivity

- **Sustain yields** on the long term
- **Lower production costs** (- 20% mech. & inputs)
- **Avoid reliance** on market premiums
- Diversification **increases economic resilience**

## A promising recruitment trend

State of recruitment prior to any official communication


Farmers motivated for committing as of 2021

**Farmers motivated for joinging learning groups as of 2021**

# STORING CARBON IN THE SOIL
# & REDUCING FARMING EMISSIONS

**Regenerative agriculture mostly stores carbon in the soil**

**~ 90%**

**Storing carbon in the soil**
by increasing living biomass
& improve soil health

**~10%**

**Reducing farming emissions**
by using less fuel and less inputs
*especially nitrogen fertilizers*

| Parameters | Best case | Base case |
|---|---|---|
| **Carbon storage** | Storage reference<br>3,1 T $CO_2$/ha/year | Best case – 10%<br>2,8 T $CO_2$/ha/year |
| **% farmers implementing practices** | 85% | 80% |
| **Non permanence buffer** | 20% | 25% |
| **Reducing carbon emissions (fuel, inputs)** | Reduction reference<br>0,28 T $CO_2$/ha/year | Best case – 10%<br>0,25 T $CO_2$/ha/year |
| **Total carbon** | 175 kT | 140 kT |

**Carbon credits are modelled based on farmers' practices reporting**

**a**

**Farmers reports their practices**
annually

**b**

**Carbon credits are modelled**
*according to VM0042 VERRA methodology*

**Farmers get an incentive**

**Carbon credits are estimated every year then verified & issued every 5 years**

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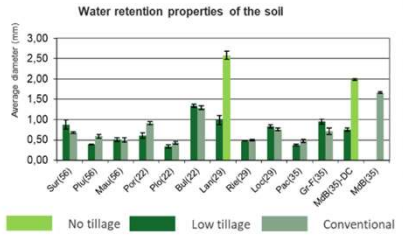
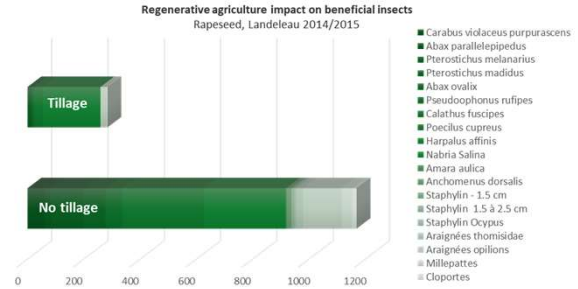
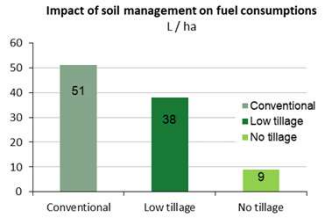
# IMPLEMENTING A KPI MONITORING PLAN
## INCLUDING OUTCOME ASSESMENT

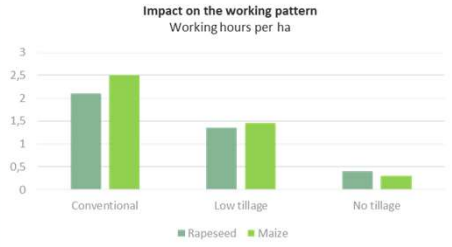
| | Output | Outcome |
|---|---|---|
| **Environmental** | Practice adoption<br>Area in Regenerative Agriculture | Soil health<br>Farm biodiversity<br>Carbon avoidance & storage |
| **Social** | Farmers trained<br>Young farmers supported | Farmers' pride<br>Work efficiency |
| **Economic** | Yields maintenance<br>Lower input usage<br>Lower fuel consumption | Improving farms' margin |





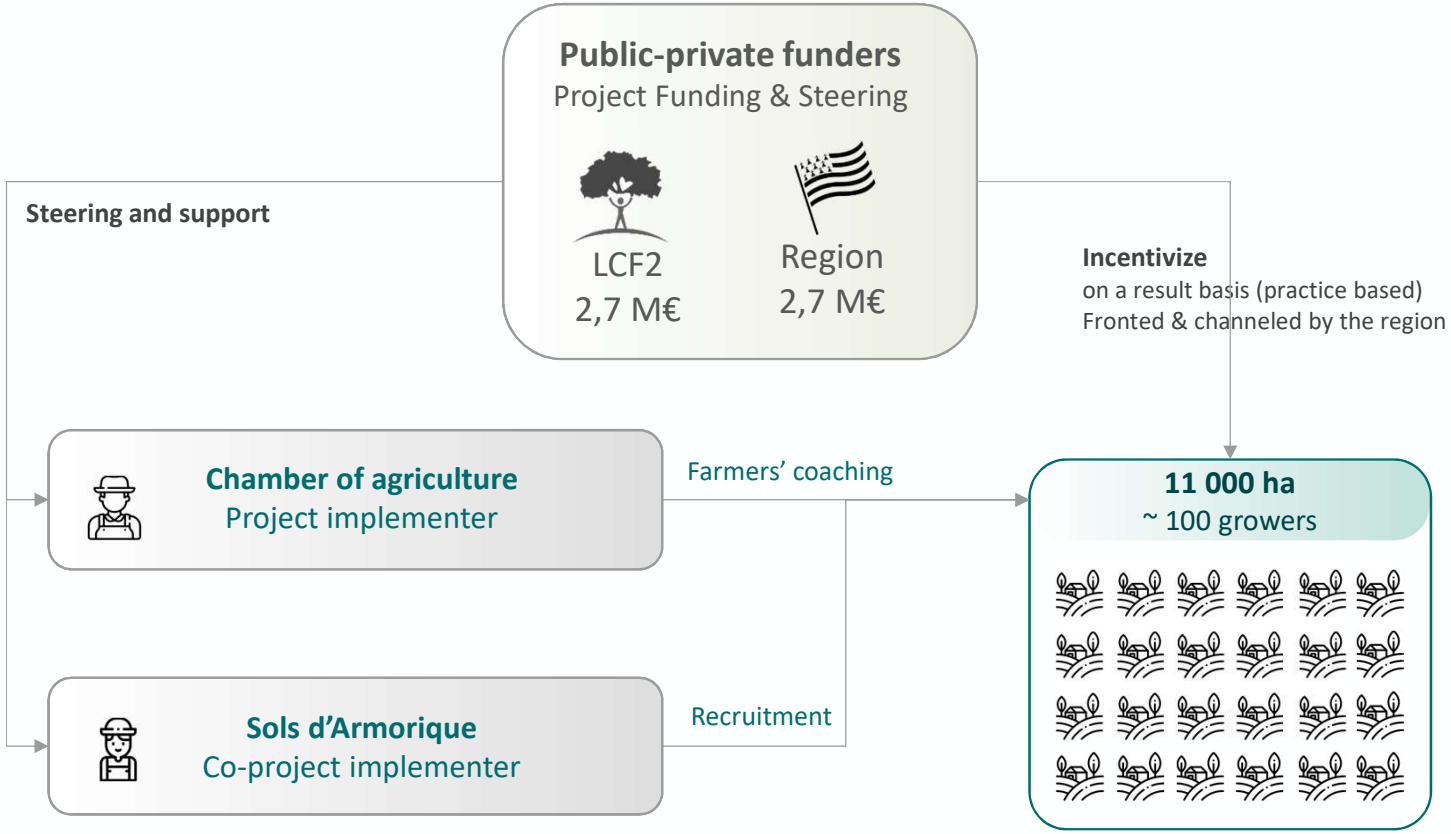



LIVELIHOODS FUNDS ACT TODAY FOR A BETTER FUTURE

# JOINING FORCES WITH REGIONAL AUTHORITIES AND LOCAL PLAYERS, SUPPORTED BY COMMITTED LEADERS

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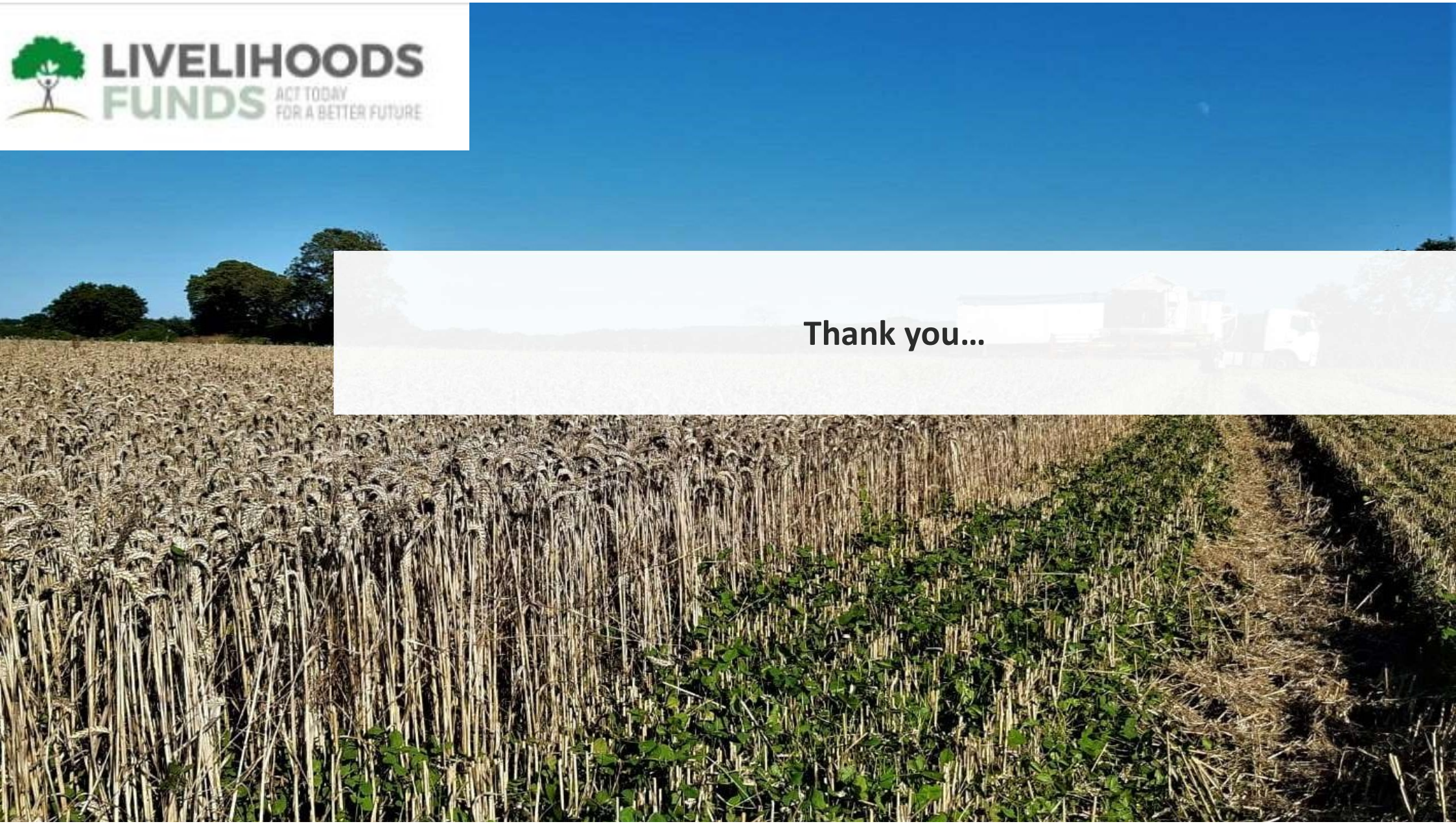

**Thank you…**

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# First Q&A session – 10 minutes

# Implementation of the CARBON AGRI methodology

***Jean Baptiste Dollé***

***Institut de l'Elevage – French Livestock Institute***

*Wednesday 2nd June 2021*

**EU GREEN WEEK 2021**

# CARBON AGRI : A result based methodology

5 years duration

**From reductions quantification to rewarding farmers**

**Paying farmers for carbon reductions**


**Verifying and certifying the carbon reduction**


**Quantifying $CO_2$ reductions 2nd Audit**


**Applying mitigation measures**

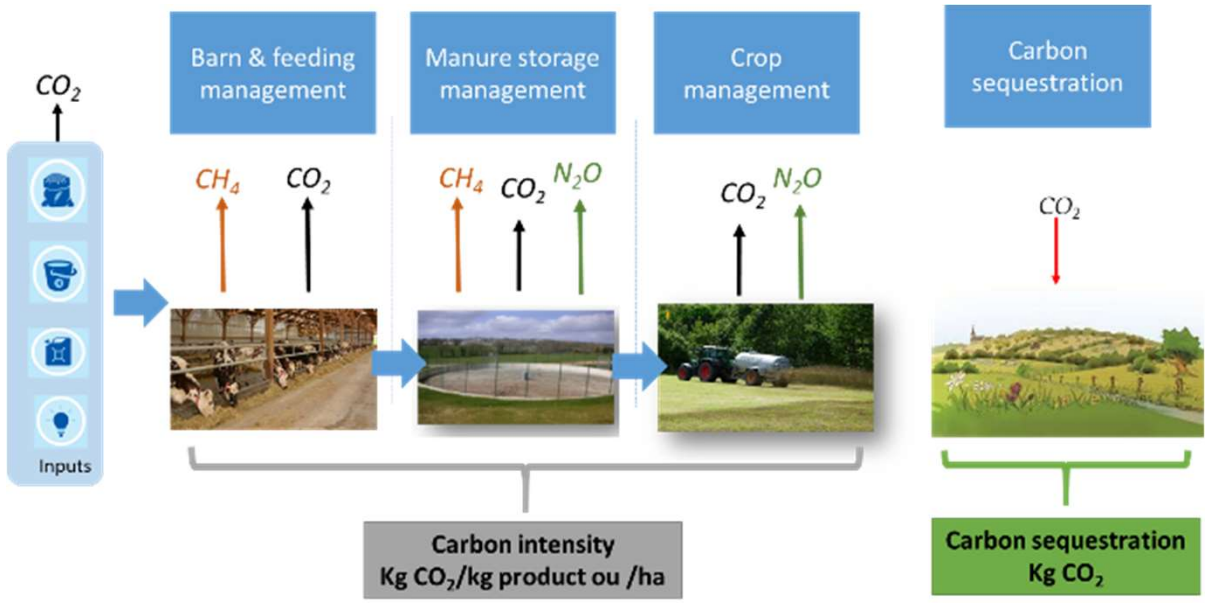
**Building up mitigation action plan**


**Defining baseline 1st Audit**

Results based mechanism

**From the audit to the $CO_2$ reductions quantification**

# Audit for making the reference/baseline


Methodology: In accordance with main guidelines

Certified by Ecocert

# Building up a mitigation action plan among 40 mitigations practices

## GHG emissions

**Inputs**
Pasture management,
Concentrates and fertilizers,
Legumes, Crops rotation

**Fuel and electricity**
No-till cultivation,
Power and equipment,
Working organization

**Crops management & fertilization**
Legume fodder crops,
Optimization of fertilizers uses

**Herd management**
Increasing productivity
Reducing number of unproductive animals

**Feed**
Feed efficiency,
Forage quality and yield

**Manure management**
Time spent in shed vs pasture,
Biogas production

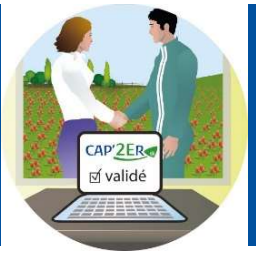
## Carbon sequestration

**Cover crops**


**Avoid bare soil**


**Agroforestry**


**Grassland management**




# Quantifying $CO_2$ reductions

- **A whole farm assessment**
- 3 to 4 mitigation practices applied per farm
- GHG reduction from 15 to 20%

**Implementation cost**
**From 0 to 100 €/tons CO2**

### Landscapes & crops

Hedges&agroforestry – pasture and legumes– Fertilizer use-Manure and nitrogen spreading-cover crops

### Feeding

Forage quality, pasture and concentrates, protein autonomy.

### Energy and manure

Energy consumption, biogaz, slurry cover.

### Herd management

Animal health, shed, heifers rearing


# Monitoring the environmental co-benefits

| Indicators | Units |
|---|---|
| Increasing contribution to biodiversity | ha equivalent of biodiversity / ha |
| Reducing ammonia emissions (air quality) | kg $NH_3$ / an |
| Reducing nitrogen balance (water quality) | Kg N / ha / an |
| Producing renewable energy | MJ / an |
| Reducing soya bean consumption | Kg / an |
| Increasing catch crops area | Ha |
| ..... | |

Conservation of biodiversity

Air quality (acidification)

Water quality (eutrophication)

Energy production

Deforestation

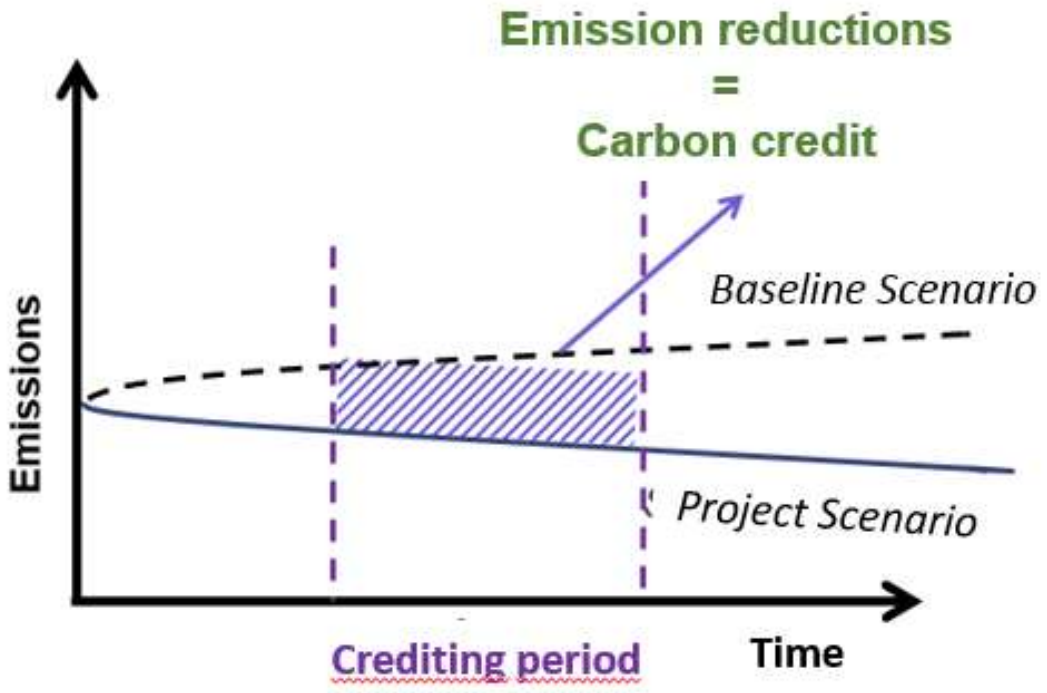
Soil fertility

CAP'2ER®


# Carbon reductions Verification and Certification

**External auditor**

Emission reductions
=
Carbon credit



# Result based payment for farmers

**After 5 years project :**

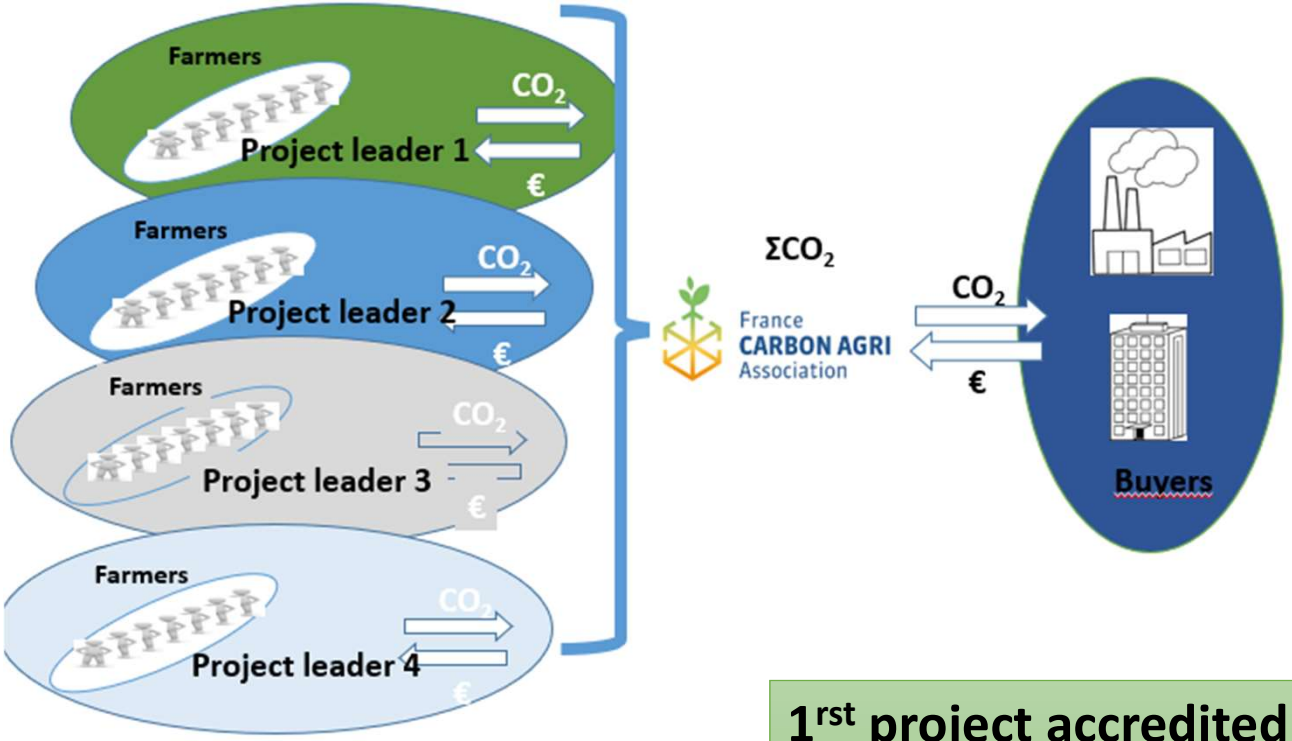
**#400 tons of carbon avoided/farm**

$CO_2$

€

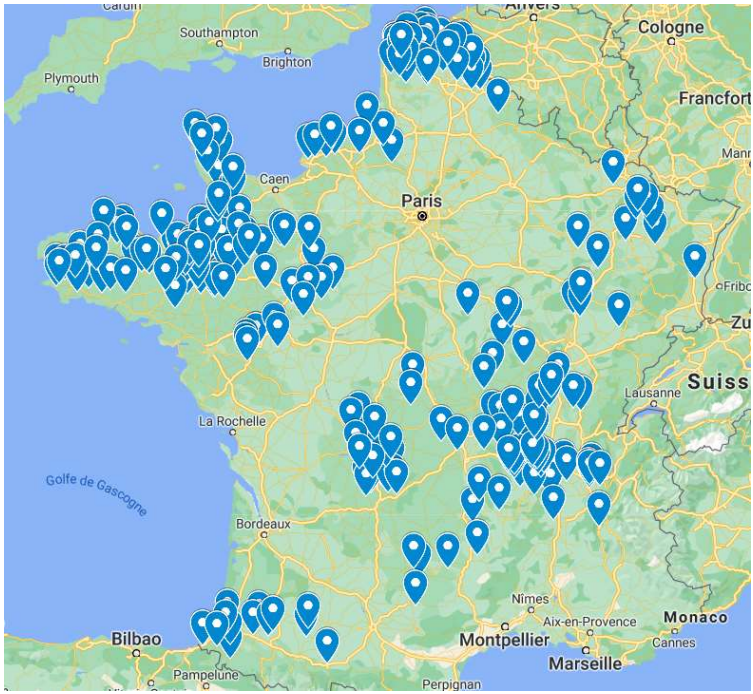
**+ public & private fundings for supporting audits and MRV costs : Ministry of agriculture, regional councils, agri-food companies,…**

# France CARBON AGRI
# A national aggregator for carbon offset projects

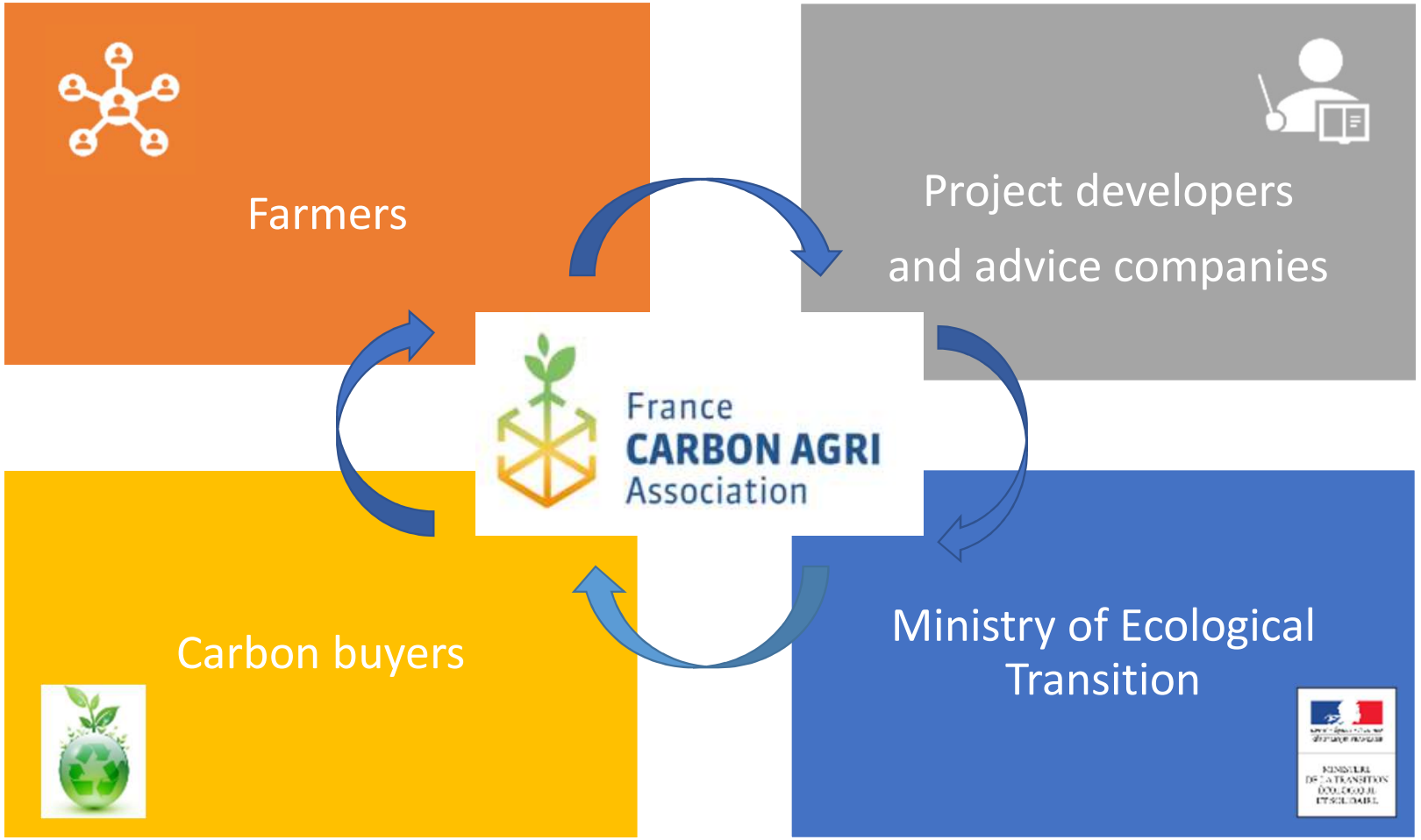



France
CARBON AGRI
Association

**1rst project accredited 2021**
- **300 farmers**
- **140 000 t $CO_2$ reductions**



# France CARBON AGRI Association
# Project's implementation



# Evolution of CARBON AGRI

- **Version 1 certified in September 2019**
  - **Mixed crops&livestock production systems**
  - **40 mitigation practices covered by CARBON AGRI**

- **Version 2 scheduled in October 2021**
  - **Small ruminants,**
  - **Other crops,**
  - **Monogastric production systems,**
  - **Lipids for reducing enteric emissions**
  - **Biogaz production**

# EU Dimension
# LIFE CARBON FARMING project - 2021-2027

**Action C1: Elaboration of harmonized tools and standards for implementing carbon farming initiatives**
**Tool farm kit, MRV standard, engineering tools**

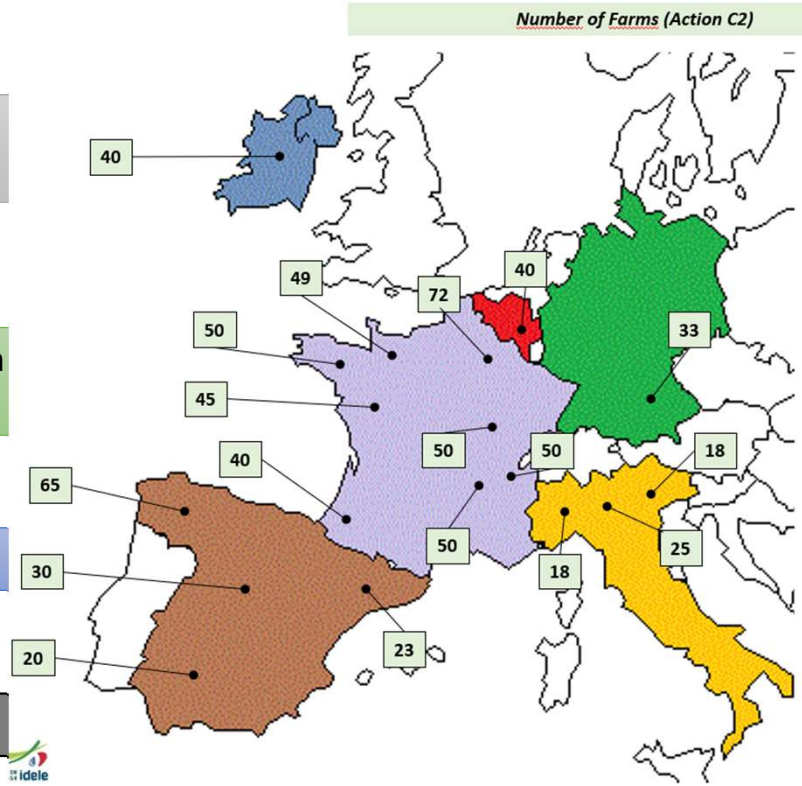
**Action C2: CFPs implementation in 700 mixed crop livestock farms projects in France, Ireland, Belgium, Germany, Spain and Italy**

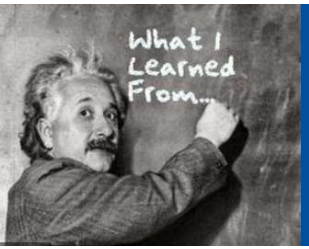
**Action C3: Elaborating CFP referential costs**

**Action C4: Applying result based carbon funding mechanism**

**Action C5: Setting up a low carbon cattle network**

**Action C6: A common framework for a European CARBON FARMING strategy**






# Result based carbon farming schemes

- **CARBON AGRI, an innovative mechanism**
  - **For quantifying and certifying GHG reductions in agriculture (Robust MRV system is essential for the results based approach)**
  - **For developing a transparency accounting and communication**
  - **To lever barriers in applying mitigation practices**
  - **To support farmers in reducing GHG emissions and increasing carbon sequestration**
  - **To mobilize innovative funds for local climate actions**

**A mechanism for boosting low carbon initiatives and moving to net zero carbon**

# Thanks for your attention

*Jean Baptiste DOLLE*

*Jean-baptiste.dolle@idele.fr*

*French Livestock Institute - IDELE*

*Paris*

natais

The European popcorn specialist

# Key Figures

European leader

IN POPCORN
40% MARKET SHARE


200 million

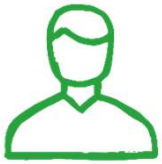
OF MICROWAVE POPCORN BAGS PER YEAR

57.000 tons

HARVEST EVERY YEAR

56 M€

TURNOVER



140 employees

253 farmer partners

20 ORGANIC

3 activities:

MICROWAVE,
BULK & MULTIGRAM

90% Export:

>50 COUNTRIES

# Naturellement popcorn PRoject

**5** PARTENERS

**6** YEARS OF PROJECT

A NATURALLY FERTILE SOIL FOR MORE CARBON STORAGE

ENABLING A HIGHER REVENUE FOR GROWERS IN RESPONSE FOR IMPROVING THEIR CARBON FOOTPRINT

THE RIGHT ANSWER TO CONSUMERS' AND INDUSTRY'S DEMANDS FOR SUSTAINABILITY AND AGROECOLOGY

# Naturellement popcorn PRoject

## Challenge(s) in our activity domain

**We empower our farmer-partners to commit, and to join the agroecological transition, by rewarding their environmental services such as sustainable carbon storage in their fields.**

## Scientific Partner

**For the past two years, Nataïs has been building a strong partnership with CESBIO in Toulouse .**

**Our common goal is the development of a carbon footprint calculation method, thanks to modelling and remote sensing. This method, set up for popcorn could be applied to other crops and geographical contexts.**

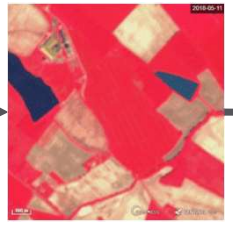
**This tool enables us to objectively measure carbon footprint data at the level of the agricultural parcel.**

# Méthodologie de bilan carbone

2019
2020

Manual collection & sampling of biomass → BIOMASS ESTIMATION → STORED CARBON

2021
2022

Sentinel 2 →  → SAFYE-$CO_2$ Approche Monteith (Veloso, 2014) → CARBON FOOTPRINT V1

2022 – 2024

- Vegetation index Sentinel 1 & 2 (operative - guaranteed)
- Integration of soil model with organic matter simulation
- Soil map
- Specific parameterization for popping corn (flow measurement station) cover crop – including mixtures (biomass sampling campaign).

AgriCarbon-EO chain

SAFYE-$CO_2$ Approche Monteith (Veloso, 2014) → Carbon footprint V2

# Our priorities

- FINALISATION OF THE CARBON FOOTPRINT CALCULATION METHOD WITH CESBIO
- PROMOTE THE AGROECOLOGICAL APPROACH THROUGH THE PRODUCT AND TO THE CONSUMER
- FARMERS' COMPENSATION BASED ON THEIR CARBON FOOTPRINT

June 2nd 2021

# McDonald's France actions for climate

EU Greenweek – Soil Carbon Farming Webinar

# MCDONALD'S FRANCE PRESENTATION

# MCDONALD'S FRANCE PRESENTATION

## Key figures

**1485**
restaurants

**1,9**
million customers daily

**47 380**
farmers over 7 principal agricultural sectors

**34 000**
farmers in France, whose 3000 under contrat

**MCDONALD'S FRANCE**
2019

# MCDONALD'S FRANCE PRESENTATION

## Our purchasing strategy : 3 pillars of quality products

**Quality of the relationship with the agricultural sector**

Build long term relationships with our suppliers and work in channels by promoting contractualisation and French origin

**Quality of raw materials and products**

Guarantee the quality of our products: good agricultural practices, health safety, organoleptic quality

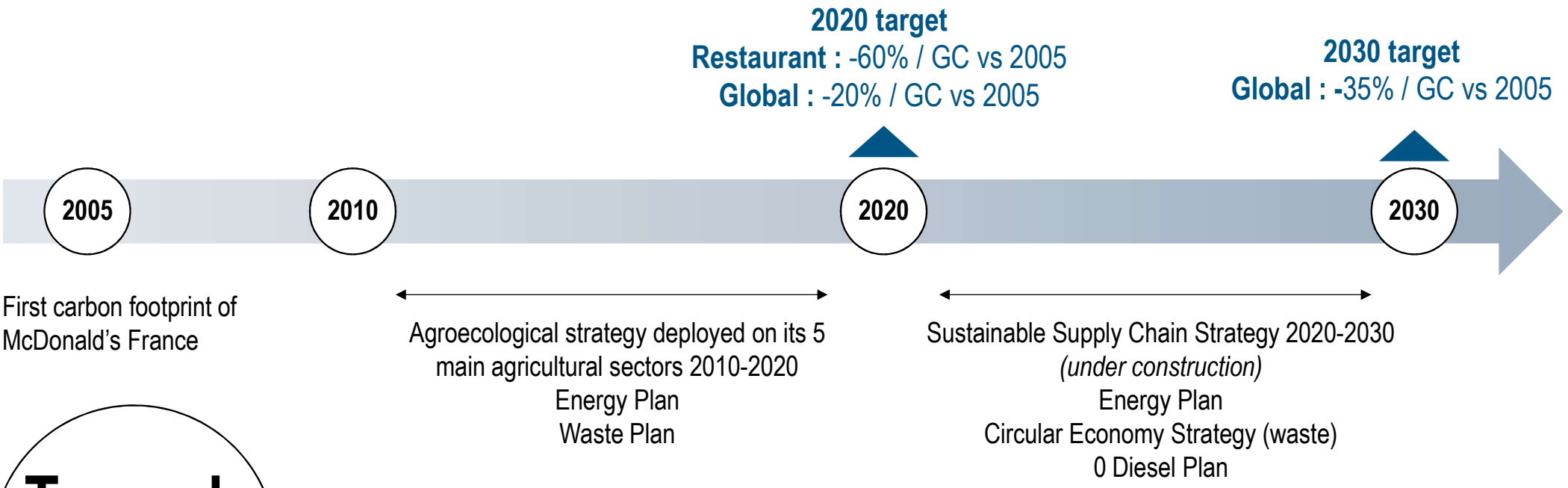
**Environmental quality**

Improving our environmental footprint: the agroecological strategy

# MCDONALD'S CARBON FOOTPRINT

# MCDONALD'S CARBON FOOTPRINT

## Working since 2005 to reduce its environmental footprint and is committed to contribute to neutrality in 2050




**Towards 2050**

## Contributing to French carbon neutrality

*GC : Guest Count = transaction*

# MCDONALD'S AGROECOLOGICAL STRATEGY 2010- 2020

# MCDONALD'S AGROECOLOGICAL STRATEGY 2010-2020

## Evaluation and deployment of successful agricultural practices and Building a rich agricultural & food ecosystem

**2010** — **2015** — **2020**

Consultation, identification of innovative practices on climate, biodiversity and animal welfare

More than 50 practices tested and evaluated in 5 agro-supply chains

Deployment of over 50 successful practices

Continued testing of over 30 practices

Agro-supply chain committees

Stakeholder consultation (including NGOs)

# MCDONALD'S AGROECOLOGICAL STRATEGY 2010-2020

## Some key results on practicing impacting climate in 2020

**Contribution to the development of the environmental assessment tool CAP2ER and**

**100%**

**of farms under contract assessed**

**100%**

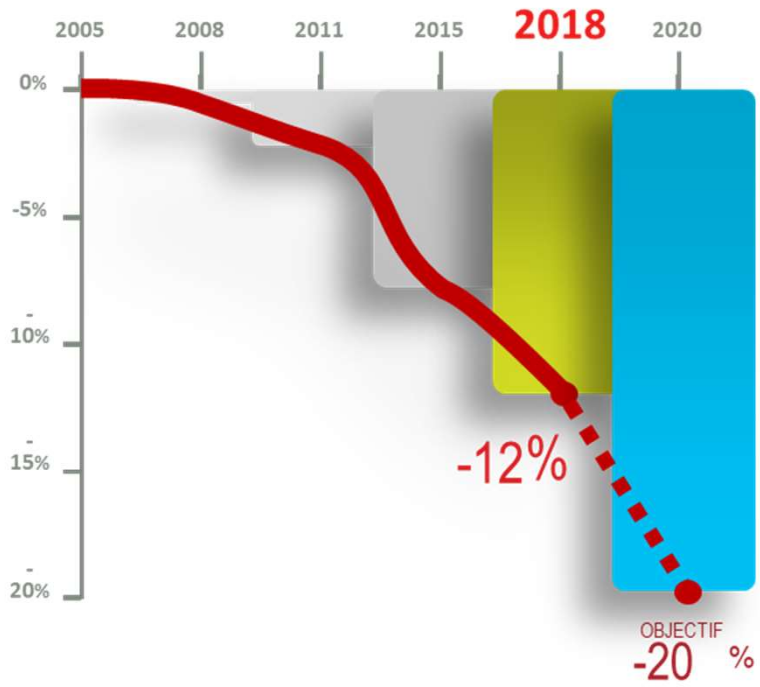
**Soybeans ProTerra or covered by RTRS credits**

**100%**

**of farms under contract use decision making-tool to use fertilizers and measure nitrogen residues at the end of winter**

# MCDONALD'S AGROECOLOGICAL STRATEGY 2010-2020

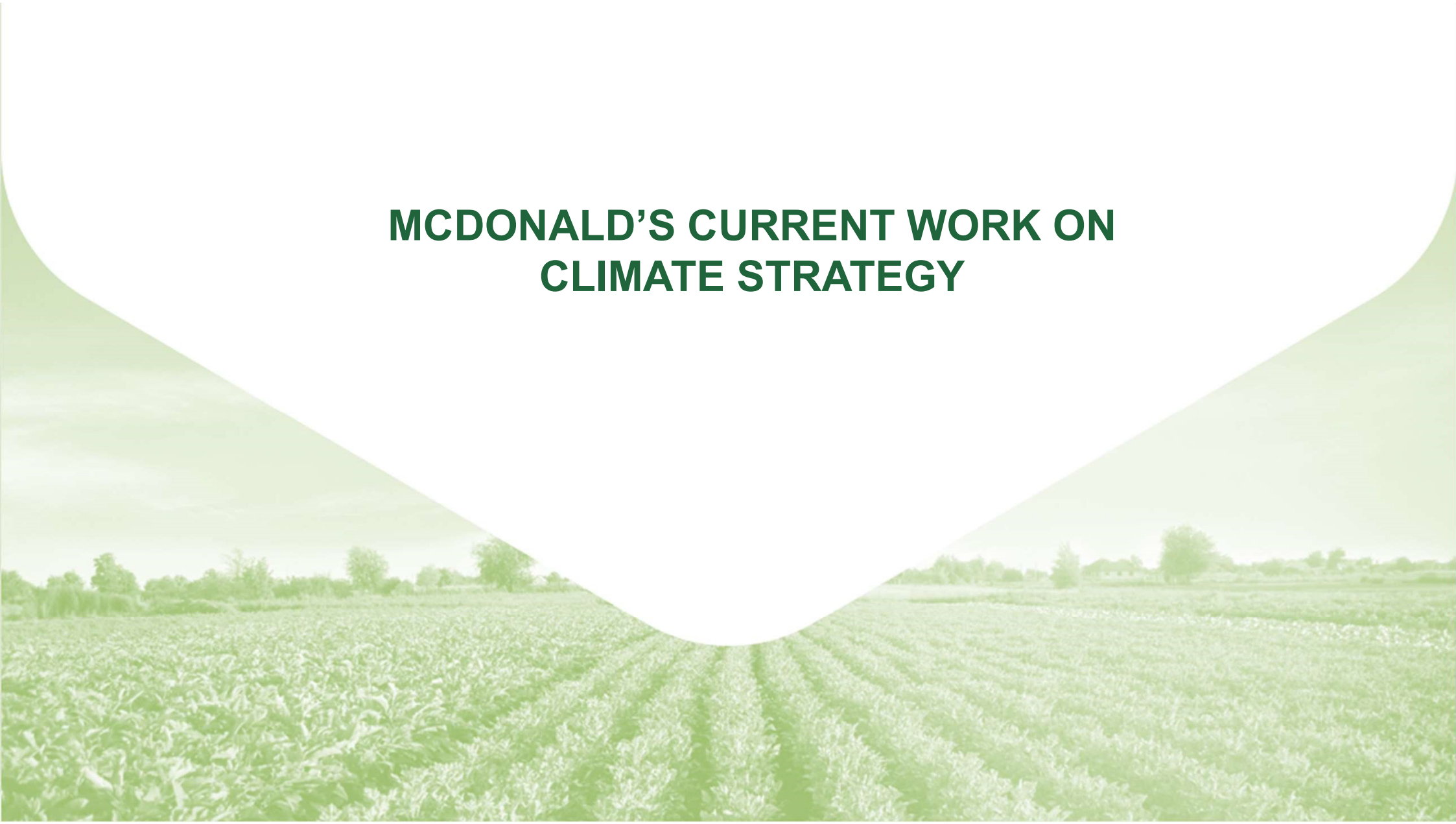
## Reduction of emissions from food input purchase in 2018




- Encouraging results obtained during the last carbon assessment in 2018, with more than 80% of emissions from food input purchases (scopes 1, 2 and 3 combined)
- Current update of our carbon footprint

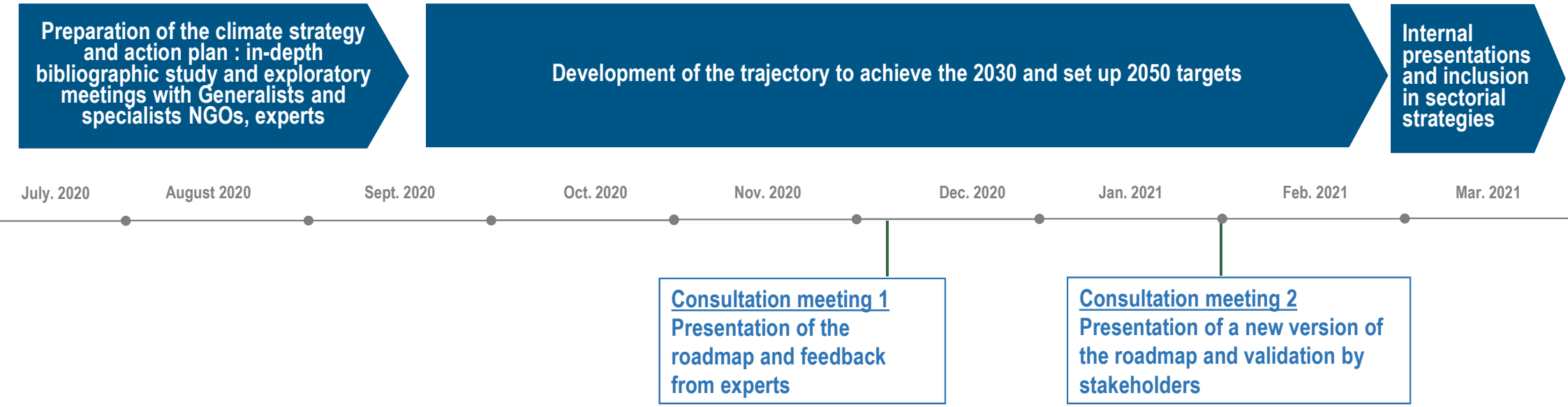
*/ GC : Guest Count = transaction*

# MCDONALD'S CURRENT WORK ON CLIMATE STRATEGY



# MCDONALD'S CLIMATE STRATEGY

## In view of the importance of the agricultural sector in the company's emissions, an in-depth consultation process was conducted



# MCDONALD'S CLIMATE STRATEGY

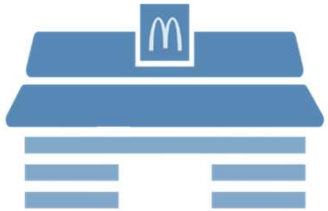
## Our actions at a glance

**Support our agricultural supply chains to reduce their emissions and store carbon**

Reduction | avoidance | Sequestration

**Reduce and make cleaner the transport of goods and people**

Reduction



**Reduce energy consumption and invent the restaurant of the future**

Reduction | avoidance

**Improve the packaging of our products and move towards zero waste**

Reduction

**Sustainable supply chain roadmap 2020-2030 launch in 2022**

## ON-GOING ASSESSMENT OF 2050 CLIMATE ROADMAP TO MAKE SURE IT MEETS EXPECTATIONS

ACT | ASSESSING LOW CARBON TRANSITION ®

**McDonald's France participate to the on-going test on the agrifood and agriculture sector methodology**

# MCDONALD'S CLIMATE STRATEGY

## Pilot projects from 2021 to test sequestration practices before to scale-up them in under-contract farms

**TREES AND HEDGEROWS**
Plant

**SOIL**
Regenerate

**GRASSLAND**
Manage


**ECO-DESIGN :**
Produce on farms with low-carbon and
High Environmental Value labels
*opération réalisée avec le soutien financier de l'ADEME*

# MCDONALD'S CLIMATE STRATEGY

## Points of consideration to go further

**Our points of attention :**

- Debate on « carbon neutrality » and what can be fairly claimed by a company
- Carbon accounting rules of the French Low Carbon Label being discussed (cf. I4CE working group)
- Low-Carbon Label controversy about non-permanence of carbon sequestration
- Communication on a product level that would require to define an allocation methodology in the French Low Carbon Label
- Evaluation of the additional cost of the transition for the farmer

**Our expectations :**

- Better recognition of the carbon stored
- Improvement of carbon sequestration and GHG reduction models in order to refine our projection results
- Development of relevant KPI and new reporting technologies (e.g. satellite monitoring of plant cover) thanks to R&D in order to monitoring new practices implemented
- Development of co-financing sources including private-public financing in order to fund the transition towards sustainable agriculture

# THANK YOU !

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# Second Q&A session – 10 minutes

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# Conclusion

RÉPUBLIQUE FRANÇAISE
Liberté
Égalité
Fraternité

INRAE

The Soil Carbon Farming network
SCARF

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# Thank You for Attending Our Webinar !

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