



PRESS RELEASE

WORLD LIVING SOILS FORUM June 3–4, 2026 at LUMA Arles New Alliances and Themes to Drive Soil Regeneration

Paris, February 20, 2026 – The World Living Soils Forum (WLSF), founded by Moët Hennessy (the Wines & Spirits division of LVMH Group) and co-organized with ChangeNOW, will take place on June 3–4, 2026, at LUMA Arles. For its third edition, Pernod Ricard, Nestlé & Nespresso, PwC France and Maghreb, and the BPCE Group (with Natixis CIB and Mirova) are joining the Forum's Advisory Board, a body of fifteen experts from diverse fields. Together, they will contribute to shaping the event's direction, defining its editorial focus, and co-creating its program. New alliances and themes are coming together to advance soil regeneration.

Expanded Advisory Board to Scale Impact

To accelerate the transition and amplify the movement beyond sectoral and competitive challenges, Moët Hennessy has opened the Forum's governance to companies equally committed to soil regeneration. Pernod Ricard, Nestlé & Nespresso, PwC France and Maghreb, and the BPCE Group (with Natixis CIB and Mirova) will share their expertise and experiences to develop actionable, measurable strategies and engage the broadest possible range of stakeholders in this critical issue to make a difference in the agricultural sector. In a complex economic and geopolitical context, Moët Hennessy and its partners join forces within the forum's Advisory Board and reaffirm their ambition and commitment to living soils.

Living Soils: A Shared Imperative

Soils—the invisible pillars of life—are facing alarming degradation: 40%¹ are currently threatened by erosion, pollution, urbanization, or over-exploitation. Yet, they are essential to food security, climate resilience, and the global economy. Facing this systemic risk—and the opportunities presented by regenerating soils for decarbonization, water conservation, and biodiversity preservation—the WLSF stands as the international hub for action.

The World Living Soils Forum: A Hub for Expertise and Solutions

Since 2022, the event has brought together scientists, farmers, winemakers, NGOs, startups, and institutions around a shared goal: accelerating the transition to regenerative agriculture by exchanging innovations, knowledge, and concrete initiatives to preserve and restore soil health. The 2026 edition (June 3–4 at LUMA Arles) will focus on:

- **Testimonials and case studies on tangible solutions to deploy them on a larger scale**
- **Socio-economic challenges of the transition**
- **Innovation, data, technology, and predictive tools**
- **Enhanced international participation, with satellite events connecting the U.S., China, and Brazil**

Sandrine Sommer, Chief Sustainability Officer at Moët Hennessy, states: *"I am delighted that the World Living Soils Forum is growing and welcoming new committed stakeholders within its Advisory Board to amplify its impact. The issue of living soils, which Moët Hennessy has championed for years, is a shared challenge. Scaling up remains our top priority, and it relies on the rallying of an even broader collective."*

¹ According to the FAO.

Noémie Bauer, Global Chief Sustainability Officer at Pernod Ricard, adds: *"We are proud to join this alliance and thus contribute to accelerating a transition in which we are already fully committed. Since 2019, we have been deploying regenerative agriculture programs with our partners in our vineyards and beyond, in Pernod Ricard's priority terroirs. True to our spirit of conviviality and sharing, we are convinced that it is by joining our forces that we will be able to achieve a decisive upscaling for the resilience of our terroirs."*

Anita Wälz, Head of Sustainability and Corporate Communications Nestlé Europe, notes: *"Regenerative agriculture is the key to build resilient food systems and is a core part of our sustainability strategy. At the World Living Soils Forum, Nestlé and Nespresso come together to deepen dialogue with farmers, experts, policymakers, and partners, turning shared insights into collective action. Together, we're accelerating the transition to regenerative food systems that strengthen ecosystems, supply chains, and livelihoods."*

Sylvain Lambert, Partner, Sustainability Leader PwC France & Maghreb, affirms: *"We are joining the World Living Soils Forum and its partners because we believe soil health is central to economic stability. Soils provide resilience, as we must manage their resources to ensure food security, and drive innovation by supplying essential raw materials for future advancements in technology and energy."*

Adèle Almohalla-Baux, Head of ESG Policy & Advocacy, concludes: *"Our cooperative model roots us in local territories and the people who shape them. By joining the World Living Soils Forum's Consultative Council, BPCE Groupe — with Natixis CIB and Mirova — stands alongside soil regeneration leaders to develop practical, on-the-ground solutions that meet real needs."*

More information to come on worldlivingsoilsforum.com.

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