

# FARM FOUNDATION INTERNATIONAL CONFERENCE

**TUESDAY  
JANUARY 28, 2025**



**AT THE CITÉ INTERNATIONALE  
UNIVERSITAIRE DE PARIS  
(ESPACE ADENAUER)**

## PROGRAM

**TRANSFORMING  
FARMING  
MEASURING THE IMPACT  
FOR BETTER INVESTMENTS?**



With the support of:



Fondation  
pour l'agriculture  
et la ruralité  
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TRANSFORMING FARMING

**MEASURING THE IMPACT  
FOR BETTER INVESTMENTS?**

10 AM

**CONFERENCE OPENING**

- **Pascal Lheureux** (President of FARM, France)
- **Arianna Legovini** (DIME department, World Bank, USA)

10:30 AM – 11 AM

**KEYNOTE – IMPACT SCIENCE: HOW RESEARCH CONTRIBUTES TO  
STAKEHOLDER PRACTICES**

- **Juliette Seban** (Fund for innovation in development, France)
- **Tanguy Bernard** (University of Bordeaux, SC FARM, France)

11 AM – 12:30 PM

**ROUNDTABLE 1 – THE FINANCE STAKEHOLDERS' PERSPECTIVE :  
METHODS, TOOLS, AND EXPECTATIONS**

Intervention of **Maya Atig** (French banking federation, France)

- **André Albuquerque Sant'Anna** (BNDES, Federal Fluminense University, Brazil)
- **Alexandra Veidner** (EFRAG, Belgium)
- **Gautier Quéru** (Mirova, France)
- **Claude Torre** (AFD, France)
- **Moderation** : Philippe Guichandut (Grameen Crédit Agricole Foundation, France)

12:30 PM

**FARM PRIZE 2025 CEREMONY**

By **Pierre Jacquet**, Economist and President of the Scientific council of FARM, (France) and **Gifty Narh**, Co-founder of the CORADE Agency (Burkina Faso) and member of the FARM Scientific council.

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LUNCH RECEPTION



2 PM – 3:30 PM

## ROUNDTABLE 2 – WHEN INVESTMENTS CHANGE PRACTICES

- **Hamza Addam** (OCP Nutricrops, Morocco)
- **Blaise Desbordes** (Max Havelaar France, France)
- **Adeline Lescanne** (Nutriset, France)
- **Boris Naguet** (InnovX, Morocco)
- **Anaïs Riffiod** (Apexagri, France)
- **Jérôme Fabre** (Compagnie Fruitière, France)
- **Moderation:** Marie-Laure Hustache (SYRPA, “EllesSontFood”, France)

3:30 PM – 5 PM

## ROUNDTABLE 3 – TOWARDS INCLUSIVE IMPACT MEASUREMENT: CHALLENGES, RISKS, AND OPPORTUNITIES FOR PRODUCERS

Intervention of **Ibrahima Coulibaly** (PAFO-Roppa, Mali)

- **Florent Bédécarrats** (IRD, France)
- **Assata Doumbia** (ECAM, Ivory Coast)
- **Mamadou Goïta** (IRPAD, IPES-Food panel, Mali)
- **Cécile Lapenu** (Cerise, France)
- **Mathieu Soglonou** (CIF-AO, Burkina Faso)
- **Moderation :** François Doligez (IRAM, SC FARM, France)

5 PM – 5 :30 PM

## CLOSING

- **Pierre Jacquet** (SC FARM, France)
- **Ibrahim Mayaki** (African Union)
- **Sara Savastano** (Research and impact assessment division at IFAD, Italy)

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RECEPTION



## OPENING

10H00

The FARM Foundation proposes to explore the measurement of the impact of investments and its decisive role in the sustainable transformation of agriculture.



**PASCAL LHEUREUX**  
(President of FARM, France)



**ARIANNA LEGOVINI**  
(DIME department, World Bank, USA)

## IMPACT SCIENCE: WHAT CAN RESEARCH CONTRIBUTE TO STAKEHOLDERS' PRACTICES?

10:20 AM - 10:30 AM

An introductory sequence presenting the contributions of impact measurement research, from its scientific foundations to its concrete application in agricultural financing.



**JULIETTE SEBAN**  
(Fund for innovation in development, France)



**TANGUY BERNARD**  
(University of Bordeaux, SC FARM, France)

# THE PERSPECTIVE OF FINANCING PLAYERS: METHODS, TOOLS AND EXPECTATIONS

11:30 AM - 12:30 PM

This first round table will present the methods and tools used by financing players to measure the sustainability of their investments, from the definition of performance indicators to data collection in the field, in response to new environmental and social standards.



**MAYA ATIG**  
(French banking federation,  
France)



**ANDRÉ ALBUQUERQUE  
SANT'ANNA**  
(BNDES, Federal Fluminense  
University, Brazil)



**ALEXANDRA VEIDNER**  
(EFFRAG, Belgium)



**GAUTIER QUÉRU**  
(Mirova, France)



**CLAUDE TORRE**  
(AFD, France)



**MODÉRATEUR**  
Philippe Guichandut  
(Grameen Crédit Agricole  
Foundation, France)

## FARM PRIZE 2025 CEREMONY

12:30 PM

Presentation of the FARM Prize by Pierre Jacquet, Economist and President of the Scientific council of FARM (France) and Gifty Narh, Co-founder of the CORADE Agency (Burkina Faso) and member of the FARM Scientific council.



**PIERRE JACQUET**  
(SC FARM, France)



**GIFTY NARH**  
(CORADE, SC FARM, Burkina Faso)

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LUNCH RECEPTION

## WHEN INVESTMENTS CHANGE PRACTICES

2 PM - 3:30 PM

This round table will examine, through concrete cases of committed companies and investors, how impact measurement and monitoring influence the transformation of agricultural and food practices, particularly in the fields of global health (One Health), nutrition and climate.



**HAMZA ADDAM**  
(OCP Nutricrops, Morocco)



**BLAISE DESBORDES**  
(Max Havelaar France, France)



**ADELINE LESCANNE**  
(Groupe Nutriset, France)



**BORIS NAGUET**  
(InnovX, Morocco)



**ANAÏS RIFFIOD**  
(Apexagri, France)



**JÉRÔME FABRE**  
(Compagnie Fruitière, France)



**MODERATION**  
Marie-Laure Hustache  
(SYRPA, "EllesSontFood", France)

# TOWARDS INCLUSIVE IMPACT MEASUREMENT: CHALLENGES, RISKS AND OPPORTUNITIES FOR PRODUCERS

3:30 PM - 5 PM

As impact measurement becomes an essential element in the transformation of food systems, how can we guarantee its inclusiveness and adaptation to producers' realities? What mechanisms and approaches should be put in place to avoid the risks of exclusion, and ensure a fair assessment that truly serves sustainability objectives?



**FLORENT BÉDÉCARRATS**  
(IRD, France)



**IBRAHIMA COULIBALY**  
(PAFO-ROPPA, Mali)



**ASSATA DOUMBIA**  
(ECAM, Ivory Coast)



**MAMADOU GOÏTA**  
(IRPAD, IPES-Food, Mali)



**CÉCILE LAPENU**  
(Cerise, France)



**MATHIEU SOGLONOU**  
(CIF-AO, Burkina Faso)



**MODERATION**  
François Doligez  
(IRAM, SC FARM, France)



## CLOSING

5 PM - 5:30 PM



**PIERRE JACQUET**  
(SC FARM, France)



**IBRAHIM MAYAKI**  
(African Union)



**SARA SAVASTANO**  
(IFAD, Italy)

— — — —  
**RECEPTION**



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### ABOUT THE FARM FOUNDATION:

The mission of the Foundation for World Agriculture and Rurality (FARM), created in 2005 and recognized as a public utility, is to promote the sustainable development of agriculture and the agrifood sector worldwide.

By helping to identify solutions and facilitating interaction between private and public players, in both developed and developing countries, the FARM Foundation helps decision-makers to identify the paths to follow for agricultural development that balances economic, social and environmental issues.

To find out more, visit:  
[www.fondation-farm.org](http://www.fondation-farm.org)

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