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A photograph of a man wearing a hat and a light-colored shirt, standing in a field of tall green hemp plants. He is looking down at the plants, possibly inspecting them. The background shows a lush green landscape with trees and hills.

The Hemp Initiative:  
For a more prosperous, sustainable future



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## Our Mission

The Initiative's main goal is to assemble these tools -- scientific reports, case studies, business plans, strategy guides and more -- sourced from the community of worldwide hemp-stakeholders and residing on a common web platform open to all.

At the same time IC is a global campaign to promote hemp farming, processing, product development, marketing and sales -- all with the aim of maximizing the full potential of the uniquely versatile hemp plant -- while at the same time building grass-roots micro value chains.

In the face of climate change, it is ever more important to innovate, cooperate and share in order to set in motion a people's transition which will enable the re-storage of carbon on an immense scale. Hemp cultivation and usage is one of the solutions that can help in this transition. Initiative Chanvre aims to facilitate the development of thousands and thousands of local hemp businesses that will store millions and millions of tons of CO<sub>2</sub>.

This is urgent! It's clear we can't expect governments to act on climate change, and so hemp activists and professionals must take up the the tasks of creating a disruptive transition, and establishing a fair, reliable and profitable hemp industry for the future.



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## Strategy

The Initiative enables inherently frugal hemp projects worldwide to start up and quickly thrive. Our goal is to create tens, then hundreds and thousands of local hemp-based value chains through a viral campaign to disrupt the current global status of the hemp industries in the transition towards a new paradigm via a 5-step process:





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## 1) Exploration

Exploration of local opportunities and the designing of theoretical local hemp value chains among farmers, processors, marketers and retailers — and delineating the roles of each. Tailoring of specific business plans to specific local markets.

## 2) Focus

Focusing on specific market opportunities to help establish the most promising startups, and then nurturing those startups to best meet local demand for the plant's wide range of uses, concentrating initially on a) food processors, marketers and sellers; b) the construction industry including homeowners, suppliers, architects, contractors, commercial and public building owners and managers, local governments, real estate agents, masons, carpenters and insulation installers.



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### 3) Best Practices

Establishing best practices for managing networks of professional partners including training them in easily accessible and affordable solutions and tools, and setting economic models that deliver equitable returns and profits to the enterprises.

### 4) Development

Development of marketing and product offers, and priming the local market in order to make the value chain fully functional on a field-to-market basis as quickly as possible.

### 5) Expansion

Expanding the Tool Box of low-cost machines, tools and facilities to support local hemp value chains. Providing funding and in-kind support for launching actual hemp businesses.



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## Help fill our Toolbox!

Tools are at the heart of what we're creating at Initiative Chanvre as we build out an open-source platform to assist hemp entrepreneurs in establishing their own local hemp enterprises.

### **We look for contributions related to:**

- hemp cultivation and harvesting
- hemp seed processing for food, cosmetics and other uses
- hemp straw processing for building materials and textiles
- hemp processing for seed production and breeding
- hemp processing for oils

### **We look specifically for:**

- basic business plan outlines or case studies
- reports and guides to seeds and seed science
- reports or anecdotal cases regarding costs/revenues
- low-cost growing and harvesting equipment
- low-cost processing equipment
- tailored solutions, techniques and machinery for building consultants and trainers across the full range of hemp usage in construction
- R&D projects for applying hemp to solutions in architecture, building materials, food and textiles



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## World Hemp Village

Initiative Chanvre's formal inaugural meeting will be during World Hemp Village, a part of the Global Village of Alternatives coordinated by Alternatiba, a grass-roots movement which carries out a wide range of events in France and Europe in response to the urgency of climate change and the need for decisive actions and strong commitments among officials attending the more official COP21 summit in Paris.



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## Sharing and Promoting

The aim of The World Hemp Village is to showcase the collective knowledge of IC and its members, demonstrate solutions and share experiences of local hemp businesses and their role in the transition to a more sustainable world.

During the run of The Village, IC will gather members to:

- Catalogue current hemp industry projects among members. Identify a common bundle of required resources enabling hemp projects worldwide to sprout up by the thousands and to flourish quickly.
- Discuss IC communications, including message focus and the critical role of social media.
- Fine tune IC's targeted messages aimed at encouraging a global willingness to build with hemp; to eat hemp food; and to exploit hemp for its other myriad uses, including textiles, bio composites, bio-medicines and construction along with the development of seed strains and the seed market.
- Further develop concepts for IC's main communications platform with particular emphasis on creating open-source, collaborative tools that will help in the expansion of the movement.
- Discuss local hemp economic models in the context of Community Supported Agriculture (CSA).



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## THE REVOLUTION

*"In the rising 21st Century, we begin to see a collaborative and distributed economic system rising as well."* – Merzouk Sider