

France brings regeneration to champagne, cosmetics, textiles, architecture, finance and tourism: 38 products awarded

The French Regenerative Awards — the Laurels of Regeneration — celebrate the products that contribute to life, and this year's class shows just how far the movement has spread, across every kind of business from champagne and cosmetics to finance and tourism.

PARIS, 22 June 2026 — Champagne Telmont, the Rémy Cointreau house backed by Leonardo DiCaprio; Clarins and its Alpine botanical gardens; Davines, the Italian haircare maker with its own regenerative research center; Ecosia, the search engine that plants trees; Crédit Coopératif and MACIF, a cooperative bank and a mutual insurer financing living ecosystems; Aix-les-Bains Riviera, a lakeside destination reinventing tourism around its territory; Loos-en-Gohelle, a former mining town turned national model for a just transition; Le Jardin, a project rooted in community and planetary health; and Patagonia, the outdoor brand that turned activism into a business model. On 11–12 June in Paris, the third edition of the Laurels of Regeneration brought together 38 such names — a line-up spanning cosmetics and textiles, finance, insurance, tourism and the social economy, a sign that regeneration has moved from the margins into the heart of the real economy.

What these companies share is not a category but a conviction — that the finest quality is born of a thriving living world. The movement took root in the United States; France is now carrying it forward and giving it a European face. To regenerate, here, means to strengthen the living, human and non-human, on which a business depends, and to make it the very source of the product's quality. The evidence is mounting that this also benefits people: living soils grow more nutrient-dense crops, and the Regenerative Organic Alliance has just partnered with Edacious to measure the link between such crops and human health.

A movement gaining ground

These brands were honoured at the Laurels of Regeneration, held each year since 2024. The awards single out specific products and services — not companies for their overall image — that place regeneration at the heart of how they create value. What stands out this year is the sheer breadth of the field. Regeneration now reaches far beyond farming: the 38 laureates span fifteen sectors, from food, cosmetics and textiles to architecture, tourism, finance, digital services, education and culture.

Finance, in particular, has stepped fully into the picture, alongside leading names in organic food, cosmetics and spirits — from a cooperative bank to an investment fund dedicated to living ecosystems. This edition also placed a spotlight on Made in France: terroir products — wool, oils, wine, dairy, regional cosmetics — that root regeneration in local supply chains and know-how. The territory and its inhabitants thrive thanks to economic activity, not in spite of it.

An ecosystem taking shape

Across three editions, nearly one hundred products and services have now been honoured — and around them a community is taking shape. Brands, farmers, certifiers, public institutions, consultancies and investment funds are forming a genuine ecosystem, bound by the same stakes: a stable climate, living biodiversity, fairness for farmers and workers, and human health. Leadership movements such as the French convention of business leaders for the climate and the C3D network of sustainability directors, public bodies including the French Office for Biodiversity and the biomimicry hub Ceebios, certification bodies such as B Corp, together with specialist consultancies and funds, all stand behind the awards — some thirty organisations supported the latest edition. What was once a handful of scattered pioneers has become a structured field, with shared references and a common language.

The leading edge: seven brands certified Regenerative Organic

Seven of this year's laureates carry the most demanding mark in the field: Regenerative Organic Certified® (ROC) — a standard that, in a single framework, sets the highest standards in the world for

soil health, animal welfare and farmworker fairness, across food, textiles and personal care. It is the only one a shopper can read directly on the label; in France it is delivered by Ecocert.

They include Telmont, the first Champagne house to earn the certification, which has placed the vitality of its soils at the heart of its vineyards; Clarins, whose Alpine plant domain feeds its cosmetic research; Davines, whose European regenerative center was created with the Rodale Institute; Domaine des Hautes Glaces, a pioneering organic whisky farm-distillery in the Alps; Wild Orchard, regenerative green tea grown in South Korea; Ecoidées, a fair-trade organic cane sugar; and Patagonia, a founding member of the Regenerative Organic Alliance, applying the standard from cotton field to garment.

“These brands have the boldness of those who lead. By making regeneration the source of their excellence, they show that the most visible quality can carry a whole industry with it — and that a thriving land and a thriving business are one and the same story.”

— Jeremy Dumont, founder and president, Nous Sommes Vivants

A certification scaling from the US to Europe

Behind these seven laureates lies a fast-growing global standard, born in the United States — pioneered by the Rodale Institute, Patagonia and Dr. Bronner's — and now carried forward in Europe. Regenerative Organic Certified now counts more than 53,000 certified smallholder farmers across dozens of countries, around 520 certified farms and ranches, and 372 licensed brands — nearly double the figure of early 2025. Yet about 85% of licensees are still in the United States, which makes Europe the movement's next frontier.

That European chapter took centre stage at the awards, in a panel bringing together Christopher Gergen (CEO, Regenerative Organic Alliance), Mariano Serratore (ICEA, a leading Italian organic certifier), Dario Fornara (Davines · Rodale Institute European Center) and Justin Meade (Champagne Telmont · Rémy Cointreau). The Alliance has set clear European goals: passing one hundred ROC brands, transitioning over one hundred thousand acres, and working with retailers and bodies such as IFOAM on rigorous, third-party-verified standards.

“Europe is where the regenerative movement now accelerates. The appetite is here — from consumers, from retailers, from a new generation of brands. Our goal is to help it grow on solid ground, with rigorous, third-party-verified standards. Awards like the Laurels of Regeneration are exactly what build the awareness Europe needs.”

— Christopher Gergen, CEO, Regenerative Organic Alliance

And the certification sells. US point-of-sale data rank ROC as the fastest-growing standard on the shelf, and a powerful amplifier: a non-GMO claim on its own lifts sales by around 5%, but paired with ROC, growth climbs past 30%. For farmers, it means a price premium and lower input costs. It is the clearest sign yet that regeneration is as good for business as it is for the living world.

The full 2026 line-up

THE REGENERATION AWARDS 2026

**The results are in:
38 laureates celebrated**

Regenerative products and services for the living world, human and non-human, economically viable
— including 7 Regenerative Organic Certified products.



AGRICULTURE: Clarins, Serraval estate	ARCHITECTURE: National Museum of Natural History
AGRICULTURE: Agriterra, the Crissé farm	ARCHITECTURE: Village Reille, Plateau Urbain
FOOD	WOOD BUILDING: Tour en Bois, Wood up
— OIL: La Tourangelle, virgin olive oil	WOOD FLOORING: Deschaumes, Naofloor
— TEA: Wild Orchard, Loose Leaf Green Tea	TOWN: Loos-en-Gohelle, town in transition
— SUGAR: Ecoidées, coconut sugar	TOWN: Les Mureaux, territorial cooperation cluster
— SEAFOOD: France Haliotis, abalone	TOURISM: Châteaufort, Regen'Ronqueux
CHAMPAGNE: Telmont, Réserve de la Terre	TOURISM: Aix-les-Bains, regenerative tourism
SPIRITS: Domaine des Hautes Glaces, whisky	FINANCE: Crédit Coopératif, Coopération savings account
DISTRIBUTION: La Fourche, private-label products	FINANCE: MACIF, SWEN Terra fund
RESTAURANT: Fellows Faubourg Saint-Denis	MICRO-CREDIT: ADIE Occitanie
MEAL BOX: Quitoque, organic meal box	SERVICES: Ekip meal vouchers
BEAUTY: Phocéenne, Le Petit Olivier (argan oil)	SERVICES: Ecosia, the search engine
COSMETICS: Horée, fresh ingredients	NON-PROFITS: Les Petites Cantines, canteen network
HAIR CARE: Davines, We Stand for Regeneration butter	NON-PROFITS: Le Jardin, community & planetary health
TEXTILE: Patagonia, regenerative cotton t-shirt	EDUCATION: Réseau ÊTRE, Transition Schools
FURNISHING: Tokilia, French wool	EDUCATION: School of the Living (Damasio, Sophie Z, Allegrini)
WOOL: Traille, French wool	CULTURE: Revue RE, the living-economies magazine
START-UP: Revoliva, regenerative oil	CULTURE: La Guerre des Prix, the film on fair pricing

REGENERATIVE BUSINESS MODEL: Léa Nature

The complete list of laureates and the detail of their regenerative practices are available at nossommesvivants.co/les-lauriers-de-la-regeneration.

About Nous Sommes Vivants

Nous Sommes Vivants is a French non-profit collective of innovation consultants and transformation coaches, and the organiser of the Laurels of Regeneration since 2024. It guides companies and regions towards a regenerative economic model through its own tools — the Capacity Score, a free diagnostic that locates an organisation on its trajectory and reveals its priority levers; the Regenerative Business Model Canvas, which brings stakeholders together to design contributive, viable offers; and three Fresks (collaborative workshops) that build human and collective capacities. Its framework is set out in its white paper, “What the regeneration of the living changes for business decisions.”

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