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MyEasyCarbon, the winner of 2022 SIMA Innovation Awards

During the 2022 SIMA Innovation Awards ceremony on Sunday, the 6th of November in Paris in France, MyEasyFarm was awarded the bronze medal in the "Services and Softwares" category for MyEasyCarbon application, able to manage a low-carbon project from A to Z and to generate reliable carbon credits on a crop field farm.



Building a more sustainable & decarbonised agriculture with MyEasyCarbon

As a second greenhouse gas emitter, Agriculture should contribute to reducing them and to aiming for the respectable **goal of carbon neutrality by 2050**. According to the French National Low-Carbon Strategy, the sector's objectives are to reduce its emissions by 18% between 2015 and 2030 and by 46% between 2015 and 2050.

At the end of August 2021, the Ministry of Ecological Transition launched French Low-Carbon certification for field crop sector called "**Label Bas Carbone Grandes Cultures**", which highlights the positive contribution of this type of crops in the fight against global warming, by reducing GHG emissions and storing carbon in the soil. The Label stipulates that the holders of the Low-Carbon Label project (cooperatives, traders, Chambers of Agriculture, etc.) must use certified tools.



To help farmers and project leaders benefit from this label, MyEasyFarm launched **MyEasyCarbon** in September 2021, **the application that generates reliable carbon credits on a field crop farm**. With this tool, the goal is to offer complete support to project leaders on their Low-Carbon projects. By relying on Low-Carbon Farming, the company is following its mission to support the agricultural world in the agro-ecological transition.

Low-Carbon Farming is a set of farming practices that aims to reduce the carbon footprint of a farm by limiting greenhouse gas emissions and by storing more carbon in the soil. MyEasyCarbon meets this objective while respecting the requirements of Low-Carbon projects such as the Label Bas Carbone Grandes Cultures, the Good Carbon Diagnosis of ADEME, or specific Filières projects.

In March 2022, Bureau Veritas officially approved **MyEasyCarbon's compliance with the Low-Carbon Label for Field Crops**.

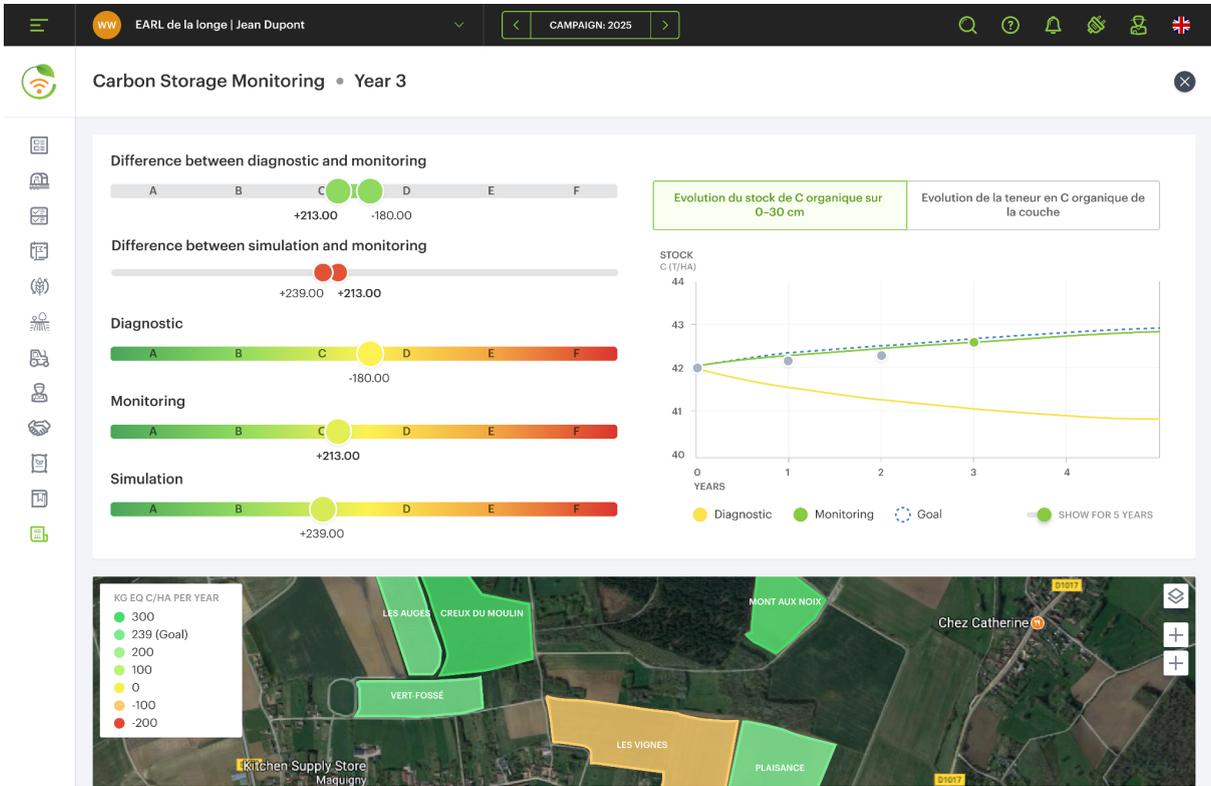
Reliable carbon credits for field crops with MyEasyCarbon

As a simple and intuitive digital platform, MyEasyCarbon is entirely **dedicated to the management of CO2 emissions from field crop farms**. Concretely, it allows the calculation of GHG emissions and carbon storage in the soil, the simulation of potential gains in carbon credits and the monitoring of the low-carbon project over a minimum of 5 years. The innovation of MyEasyCarbon lies in the use of satellite data and data from agricultural equipment to **generate reliable and verifiable carbon credits**.

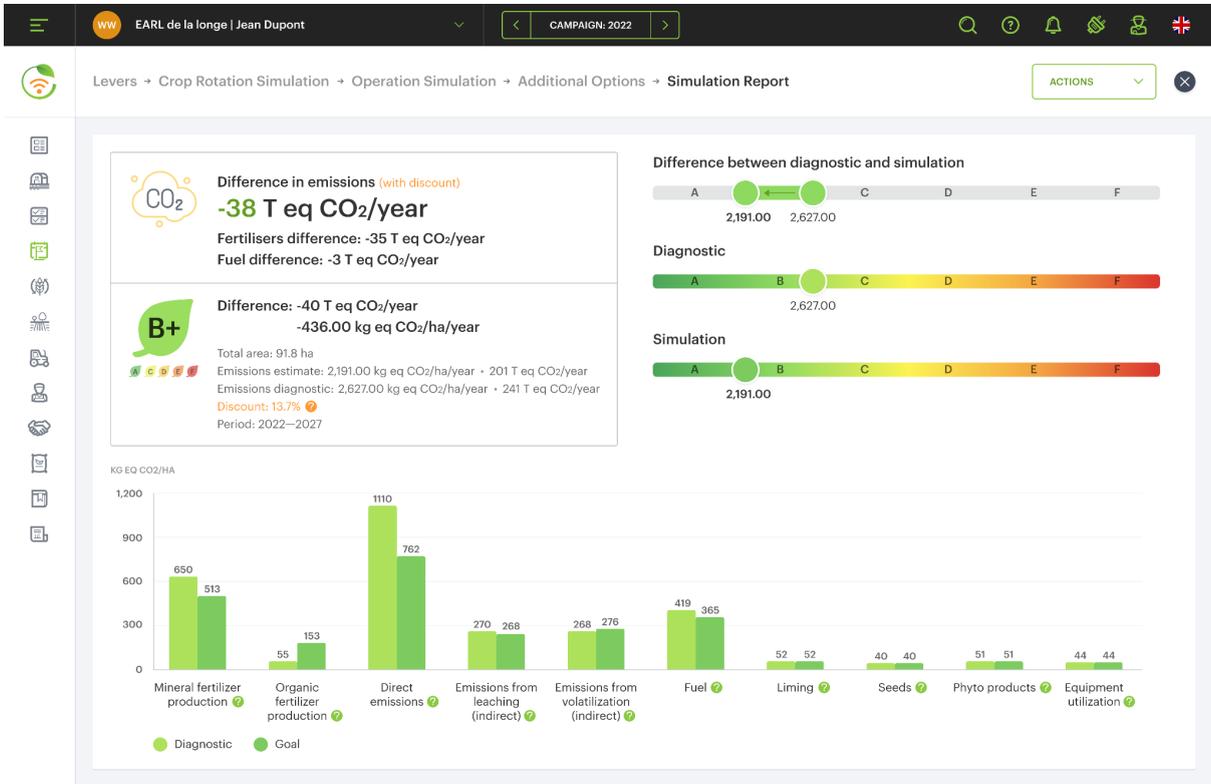
MyEasyCarbon allows to :

- Establish the current **Carbon Diagnosis** of a farm and **simulate the potential gains of carbon crédits based on cultivation practices changes**.
- document **in real time and without data entry** interventions in each plot of land all along a low-carbon project with the help of Sentinel satellite data and automatic data transmission via agricultural equipment or drivers' mobiles,
- Calculate the **effective annual balance of carbon credits generated** on a farm,
- **Share information between the farmer and the project leader** thanks to the platform's collaborative functions.

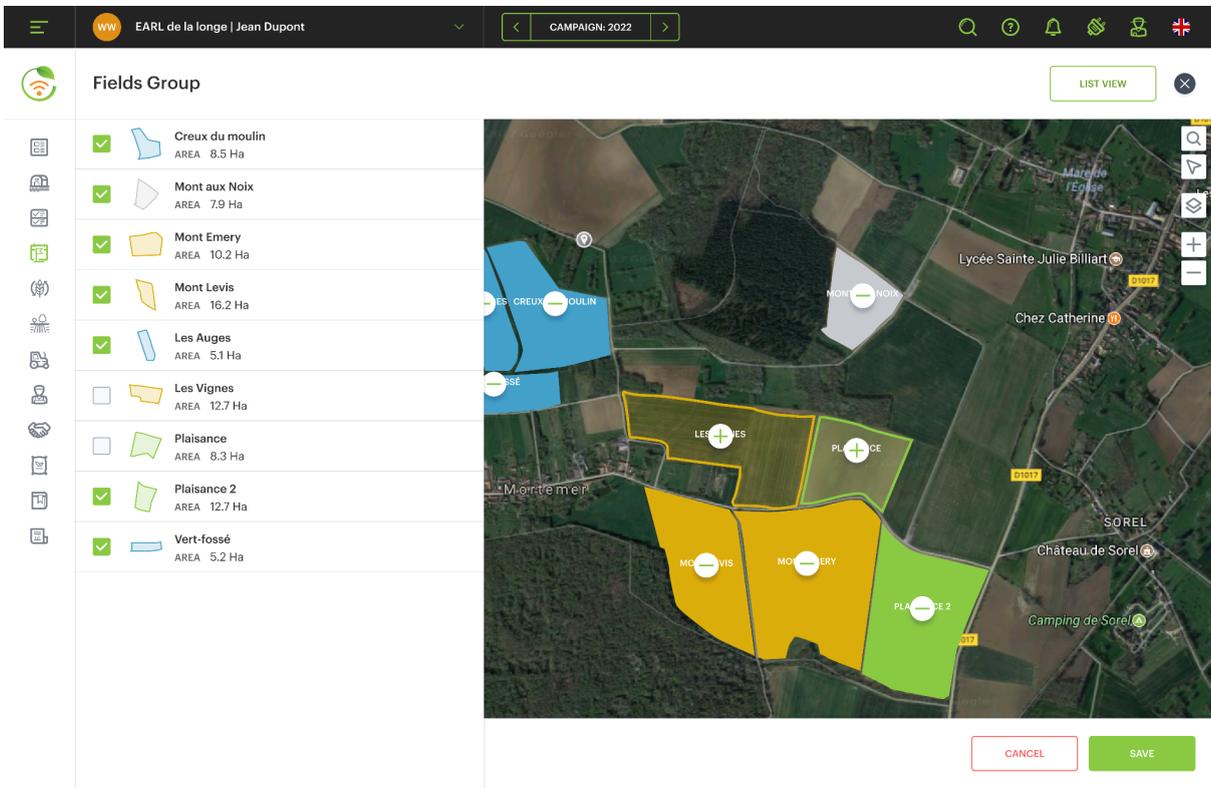
Visual 1: Carbon storage evolution and simulation



Visual 2: GHG emissions and simulation



Visual 3: Scoreboard of Low-Carbon plots

MyEasyCarbon is also the first low-carbon solution to integrate **SIMEOS-AMG**, the tool from **Agro-Transfer RT** for simulating the evolution of soil organic C content and stocks based on the INRAE AMG model. It is an open application that complements plot management tools, as the MyEasyFarm platform is already interfaced with SMAG Farmer, ISAGRI's GEOFOLIA, WIUZ and soon Mes Parcelles.

[MyEasyCarbon Simplified Diagnostic](#), as a simplified version of MyEasyCarbon, has already convinced over **more than 1,500 farmers** by offering online simplified carbon assessments in just 20 minutes.

Supporting the ecological transition of the entire Agri-food chain

With MyEasyCarbon, MyEasyFarm goes even further in supporting the agro-ecological transition by offering **a global solution that addresses the issues of CO2 emissions: from the farmer to the agro-industry** concerned with meeting "Scope 3" requirements, and low-carbon project leaders such as **cooperatives**. Thanks to its accurate and reliable



analysis of carbon emissions, MyEasyCarbon is becoming a reference tool for the entire value chain of the Agri-food sector:

- It supports the farmer in his agro-ecological transition by providing an **additional income** through the sale of carbon credits;
- It supports cooperatives in the **implementation of their decarbonisation projects**: from raising awareness among farmers to monitoring and completing projects by generating reliable carbon credits;
- MyEasyCarbon supports industrial companies **subject to Scope 3 constraints in order to improve their carbon footprint**. Mandatory for companies with more than 500 employees, Scope 3 is one of the three levels of greenhouse gas emissions established in the GHG Protocol, which corresponds to indirect emissions linked in particular to raw materials (Agriculture for food companies for instance). This is the largest part of emissions in a company.

To find all the necessary sources and information:

- [Press Release MyEasyCarbon](#)
- [Press release of MyEasyCarbon 1st application certified Low Carbon Label by Bureau Veritas](#)
- [Press release MyEasyFarm, partner of Vivescia, for the launch of a Simplified Diagnosis](#)
- [Press Release MyEasyCarbon Simplified Diagnostic](#)
- [MyEasyCarbon Website](#)



More informations about [MyEasyFarm](#) :

Publisher of digital platforms since 2017, MyEasyFarm is a French AgTech startup specialized in Precision farming and Low-Carbon Farming. Its mission is to support the agricultural world in its ecological transition through 2 cutting-edge digital solutions: MyEasyFarm and MyEasyCarbon.

As a data exchange with farming equipment expert, MyEasyFarm makes it easy to practice Precision Farming. Designed for farmers and contractors, the platform collects, manages, transfers and analyzes agricultural data from many data sources (fields, satellites, drones, agricultural machinery, weather, IoT sensors) to reduce the use of inputs and improve crop management. The MyEasyFarm platform has prestigious clients such as KUBOTA, MICHELIN, LIMAGRAIN, VIVESCIA, SYNGENTA and equips more than 1 000 farmers in France and Western Europe.

The first application certified by Bureau Veritas with the Low Carbon Label, MyEasyCarbon is an application for the food industry (farmers, cooperatives, agribusinesses) to measure and reduce CO² emissions/soil carbon storage in Agriculture and generate additional revenues with reliable Carbon credits.

Based at VillagebyCA Reims, MyEasyFarm has offices in Italy, Russia and Brazil. The MyEasyFarm team is made up of 21 people from engineering schools in Agriculture/Agronomy and Computer Science. MyEasyFarm is part of many associations in the AgTech field (La Ferme Digitale, Agronov, Agri Sud-Ouest innovations Cluster, AgroTIC Chair, Terrasolis, 4pour1000, ...) MyEasyFarm is strongly supported by BPI, Business France and the Grand-Est region and has been accelerated by Scal'Enov and HECTAR.

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