



COVID-19 : Latest news of the world by IFGR

Elisabeth Ayrault's opinion column, April 20th, 2020.

Chief Executive Officer of Compagnie nationale du Rhône (CNR)

Chief Executive Officer of the Compagnie Nationale du Rhône (CNR) since 2013, Elisabeth Ayrault created IFGR with Erik Orsenna – CNR is currently IFGR's main sponsor –. She is also a member of the Boards of Directors of the Syndicat des Energies Renouvelables and the CEA. Lastly, she is ViceChairwoman of the Supervisory Board of the Grand Port Maritime de Marseille and of the Board of Directors of SNCF réseau.

Convinced of the role that companies can play in the energy transition, Elisabeth Ayrault invites them, as well as our elected representatives and citizens, to build appropriate responses to develop our resilience and act jointly in order to preserve the balance of ecosystems.



Mobilizing companies to avoid chaos

We are facing an unprecedented crisis, both in terms of its global scope and its many impacts. We need to take a step back: to assess its severity, analyse its real causes, understand the strengths and weaknesses of our current economic model, but also take a stance on the strategic choices for emerging from the crisis and the world of tomorrow.

What dynamics are we seeing today?

Companies joining forces to contribute to the health "war effort"; policies freeing up huge resources to organise the protection of civilians and our economic system at European and global level; citizens committing themselves to recreating links... These powerful and supportive impulses coexist with other more negative signals: the temptation for some to free themselves from environmental or fiscal obligations in order to quickly relaunch the economic machine; the resurgence of nationalist reflexes or withdrawal into oneself; the mistrust of citizen-consumers with regard to political or scientific

discourse; the degradation of our relationship with nature; the effects of globalization and a frantic race to consume to the detriment of the common good that is our planet; the low resilience of our societies in the face of new challenges, whether climatic, health or food-related. These paradoxes revealed by the crisis show other deeper flaws in our system.

The global crisis we are going through cannot simply be "a bad memory". We must quickly learn from it and prepare ourselves to face other crises, whose scale and repercussions will be just as great or even more intense.

Rethinking our model for dealing with future crises

Changing our development model means accepting an essential prerequisite: addressing the root causes and not just the consequences of the situation we are in. The precepts of ancestral medicine and wisdom remind us that a body (human or social) is an