

CINEMATIC ART AT THE SERVICE OF HUMANITY



BETTER WORLD
Endowment Fund

PRESENTS



ETHICAL GOLD

WHAT LEGACY ARE WE LEAVING
FOR FUTURE GENERATIONS ?

THE CANNES
FILM FESTIVAL

July 12th 2021

BE PART OF OUR VISION

President's Forewords



Manuel Collas De La Roche

President and Founder of The Better World Endowment Fund

At the dawn of this new decade, change is upon us.

And all we have to decide is what to be done with the time that is given to us. In 2021, we vow to responsibly commit for tomorrow.

And it starts here, with Ethical Gold supporting the United Nations Environment Programme and Global Environment Facility's planetGOLD programme - making a world of difference in small-scale gold mining.

From images to action, the Better World Endowment Fund aspires to be more than a single event, and to stand as a movement raising awareness for change all around the world.

The Better World Endowment Fund aims to be the voice and images of tomorrow's world through a series of films and documentaries from different countries to defend, promote and support all those actors committed to the future, but who often remain in the shadows.

In 2021, for its 10th edition, the Better World Endowment Fund embraces new contours for decisive action by supporting meaningful projects on the following **themes**:

Environment – Biodiversity – Ecosystems – Women's Empowerment.

We believe in the power of the international Film Industry to be a powerful seed for global change, as a way to spread messages, awareness, and inspire meaningful action.

Bridging Culture and Nature, Art and Science, Challenges and Action, we invite you to join us into this action for the future.

Because we need to highlight the good, we need to inspire, we need to share, and we need to act all together. Because a better world will not be possible without individual awareness.



BOARDS

Operational Team

M. Collas de la Roche - *President Founder and Member of the Board of Director's*

Alexandre Thevenet - *International director.*

Olivier Lopez - *Lawyer Squair - Member the of Board of Director's*

Anthony Laroche - *Member of the Board of Director's better World Fund.*

Géraldine Dunoyer - *Director Better World Fund UAE*

Francesca Ginocchi - *Press officer*

Siddharth Batra - *International Legal Advisor*

Michel Soyer - *Partnership Manager*

Board of Advisors

Roberto Segré *Chairman of the board* - *Co-Founder & President Transition Monaco Forum*

Eric Villalonga - *CEREM Monaco*

Nicolas Imbert - *Executive director of GCFT*

Selim Fendi - *Aurum Monaco SAM*

Catherine Briat - *Diplomat and Writer*

Kiera Chaplin - *Model and activist*

Moran Hadad - *President Chaka Foundation*

Nataliya Resh - *President and Founder of Open Culture Foundation*

Anne Le More - *President & co-founder, Chefs4thePlanet*

Goodwill Ambassador

HE Laila Rahhal El Atfani

H.R.H Princess Beatrice de Bourbon des Deux Siciles

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Agnès Bellulo

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Liane Foly

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Nataliya Resh

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Dhananjay Kabre

Christian Baudis

Shalini Aroraa Kochhar

Mathilde Martin

Josef Brandmaier

Elizabeth Platt

Emmanuel Itier

Peter Christmann



THE CANNES FILM FESTIVAL

12TH JULY 2021 – ETHICAL GOLD SESSION



Country of Honor **GHANA**

The BetterWorld Endowment creates a continuously growing community of leading thinkers and doers who share our mission for positive environmental, economic and social change as well as our passion for collaborative impact.

Gold is everywhere in international cinema (Goldfinger, etc.), in our culture and on the most beautiful actresses on the sets and on the red carpets. Coming out of the earth and with the labor of men, it is often extracted in places and under conditions denounced by the OCDE and numerous international NGOs.

Accordingly, the Better World Endowment Fund is pleased to honor at the Cannes Festival those in the Gold industry that promote “Responsible Mining”.

The Better World Endowment Fund will announce, spotlight and award at the 2021 Festival a country and a film that supports our fight for the betterment of and equity in the Gold Mining industry.

This year, our country of honour is the republic of Ghana. And we have also selected six key industry players, each with their own different perspective, to discuss their challenges and equally importantly to share with us their opportunities.



Supporting The Children of Lebanon



RENÉ MOAWAD FOUNDATION
مؤسسة رينه مروض

Better World Endowment Fund support the children of Lebanon during The Cannes Film Festival on the July 12th, 2021. We will financially support a school program in Lebanon through the René Moawad Foundation

René Moawad Foundation Services

Based on the existing situation children and adolescents face huge protection concerns and risks. For this, the René Moawad Foundation (RMF) established in 2000 a center for Education and Protection Services for underserved cohorts of population.

#	Activity	Description	Cost per Child/Month (in USD)	Cost per Child/Year (in USD)
1	School Support	Each child comes to the center on daily basis for receiving educational support in all given subjects at school for a duration of 3 hours. School support classes are given by specialized teachers in groups of 10 children. Taught subjects include Math, Sciences, Arabic language, French language, History, Geography and Civics.	88	792
2	Stationery	Includes copybooks, pencil case, pens, erasers, sharpener, ruler, geometric tools, coloring pencils and pencils.	5	45
3	Tablet	One tablet is delivered for each child. Lenovo Tab7 essential (CPU MEDIAREK MT8167D 64 BIT, DISPLAY 7 inch 1024*600 IPS, Memory PC DDR4 1GB, storage 8 GB, WLAN, 802.11B/G/N/+BT4.0, OS Android 7.0, Battery L13D1P31 3.8V 3450MAH 13.1WH)	100	100
4	Internet Recharge Bundle	Internet recharge bundle of 40 GB is secured for enabling students attend their classes online.	30	270
5	Recreational Activities	Recreational activities include the participation in one of the following clubs; technological, dance, singing, football, art.... Each child can participate in more than one club.	15	180
6	Materials for recreational activities	Materials here refer to all needed materials for participating in the clubs. Materials vary from one club to another.	10	120
7	Refreshment	During activities each child receives refreshment that includes sandwich, juice, water, fruits....	24	288
8	Food box	The food box includes parcels of sugar, salt, rice, lentils, beans, oil, pasta, noodles, tomato juice, tuna, sardines, butter, biscuits, date, tea, milk....	50	600
9	Medical Check up	Each child benefits from 2 medical check-ups per year. The check-up includes general check-up, eye-test, dental test, vaccination calendar...	50	100
10	Winterization kit	The winterization kit includes gloves, scarf, hat, blanket...	50	50
11	Cloth	Each child benefits from the delivery of clothes twice per year; at the beginning of winter and at the beginning of spring. The cloth kit includes pant, T-shirt, hoodie, jacket, socks, underwear...	30	60
TOTAL				\$2605



Supporting The Children of Lebanon



Presenting and speaking at our “MasterMind” session will be :

- Representing the United Nations Environment Programme through their planetGOLD programme, whose mission is to make small-scale gold mining safer, cleaner, and more profitable
- Mr Ludovic Bernaudat
- Representing Aurum Monaco, a unique responsible Gold refinery based in the principality of Monaco
- its CEO Selim Fendi
- Representing the OCDE, the Responsible Business Conduct Unit - Mr Louis Marechal
- Stéphane Brabant is the Senior Partner of Trinity International AARPI (Trinity Paris). Prior to joining Trinity Paris in 2021, Stéphane was a partner at Herbert Smith Freehills and held global key roles, including co-Chair of the Africa practice, Chair of Global Mining, Co-head of Business and Human Rights group and Head of the Crisis Management group for Africa.
- Representing Ghana, first ranked producer of Gold in Africa-its Minister of the Western region Honourable
- Dr Okyere Darko-Mensah
- Representing the Responsible Jewellery Council the world's leading standard-setting organisation for the global jewellery and watch industry with over 1350 member companies in 71 countries. Iris Van der Veken, Executive Director.
- Representing Made for a Woman, A brand that was built on the scope of empowering Malagasy women through the art of weaving luxury and ethical handicrafts. Eileen Akbaraly.
- Specialist in Arctic and Antarctic issues for more than 10 years, Mikaa MERED is a teacher in geopolitics of the Poles at HEC Paris and Sciences Po Paris.
- Representing Pact World, A non profit international development organization founded in 1971, who works on the ground in 40 countries to improve the lives of those who are challenged by poverty and marginalization, and that strives for a world where all people are heard, capable and vibrant
- Mr Daniel Staper



CANNES 2021
EVENT PROGRAM (DETAIL)

July 12th 2021
at the **3.14 PLAGE**
CANNES

PRESS CONFERENCE

10am
at the Auditorium of Eden Hotel

MASTERMIND

« Ethical Gold supported by the planetGOLD Programme,
making a world of difference in small-scales gold mining, a GEF Initiative »
11am
at the Auditorium of Eden Hotel

LUNCH & NETWORKING

1pm

RED CARPET - VIP COCKTAIL RECEPTION

8:30pm

GALA DINNER

AWARD CEREMONY
9:15pm

FASHION SHOW

EILEEN AKBARALY & PIETRO PARADISO
Representing Made for a Woman, A brand that was built on the scope of empowering
Malagasy women through the art of weaving luxury and ethical handicrafts.
9.30pm

AFTER PARTY



3.14 PLAGE



FASHION SHOW

EILEEN AKBARALY & PIETRO PARADISO



Eileen Akbaraly

I'm Eileen Claudia Akbaraly; a child of a multi-cultured background; Italian, Indian, French, and Malagasy; who grew up in what is paradoxically considered the last "Eden" of the world in terms of biodiversity, as well as being one of the poorest countries in the world, Madagascar.

Being Indian makes me especially sensitive to the vibrations of colours, spending my youth in Africa is what sparked my fascination with real artisanship; it's what inspires my tactile creativity, strongly linked to manual crafts. For this reason after working with several NGOs on the ground and studying fashion business in Milan, I decided to focus on a very current topic of corporate social responsibility, receiving a masters degree in Paris.

In 2019 my fashion and humanitarian side collided to create Made For A Woman. A brand that was built on the scope of empowering Malagasy women through the art of weaving luxury and ethical handicrafts. Together, with my women, we create unique and exclusive products giving value to the women artisans of my beloved homeland, Madagascar.



Pietro Paradiso

Pietro Paradiso, haute couture fashion designer from Apulia, graduated from Princess Koefia Academy in Rome. At a very young age, he started a collaboration with the Maison Valentino. He then worked for Ted Lapidus in Paris, Demetrios & Illissa in New York, Carlo Pignatelli in Turin, Patrizia Brenner in Milan, and Zhang Zhifeng from the Ne-Tiger brand in Shanghai.

His luxury creations are distributed in China by the Ximan Color Ltd Group.

PIETRO PARADISO
PIETRO PARADISO

Many magazine have dedicated their editorials to his unique creations, notably CAPITAL in its The Best of 2007 edition with an article dedicated to the 100 Italian men who had created something good for humanity.

In 2020 The Fashion Green, with a foreword by Stella McCartney, awarded him the title of sustainable couturier. Excellence Luxury Magazine and Rossia have also given ample resonance to his work.

Today, he combines spirituality and fashion.



CONCEPT

From images to action, the BWF is joining forces with partners to create a platform assembling filmmakers, writers, scientists, environmentalists and project leaders to explore and activate palpable initiatives to preserve and protect the planet.

The Better World Endowment Fund is composed of a team of world-class experts, influencers and activists from the business, academia, media and entertainment industries. This tribe of highly - influential people is continuously connected digitally and meets periodically during high-level global events.

We are selecting the best personalities and innovative leaders of the world that make the world a better place.

This year in Cannes The mastermind's main objective is to propose, analyze and decide on specific actions, platforms, initiatives for women's rights and/or campaigns to collectively support to foster climate adaptation, sustainable energies, blue economy globally.

TARGETS

The mastermind's main objective is to propose, analyze and decide on 3 or more specifications, platforms, initiatives and/or campaigns to collectively support to foster climate adaptation, sustainable energies and blue economy globally.

ACTIVITIES

"THE GAME CHANGERS"

The mastermind develops the following activities :

- Mastermind visionary speech
- Guest Speaker's presentations
- Networking

PROGRAM

ETHICAL GOLD
SUSTAINABLE ENERGIES
HUMANITARIAN PROJECTS



CHANGE INTO ACTION :

THE BETTER WORLD ENDOWMENT FUND

CHARTER

It's 2021, and Change is Upon Earth.

We acknowledge the World is not in a good place right now. But, out of crisis civilization is born, and We believe hope, and not fear, should remain the driving force of action. Because there is something hopeful and meaningful to be done yet.

We then pledge to DO something, as of today. So, where do we Start ?

We welcome environmental distress and social justice as the challenges of our times.

We recognize that these don't ignore borders across countries and societies.

United we are in our awareness that the planet's diversity and beauty is the affair of all, and our responsibility to preserve and pass them on to the future generations.

Hence, we refuse to condemn the future generations to a Planet that has reached a state beyond fixing. Humanity has never been more aware of its kinship with Nature than it is today, and never before it had the power to act for it.

We endorse responsibility as humans for the natural world, and pledge to protect our environment, our life actually depends on it. We are conscious about these times calling for change, and We are ready to embrace it, even though it ultimately implies to also change ourselves.

We, here, Men and Women of Always pledge to represent and voice the people of Never, their stories, struggles and hopes. We acknowledge change as a slow process but yet as an action to be taken on day by day, and resolve to act upon it.

Today, prospecting a Better World, we vow to reflect on our own imprint as an organization, But also, as gathered individuals, each sharing a responsibility through our behaviors, habits, expectations and practices. Free and yet Responsible, living in the present with a future. We affirm our commitment to one another, to the greater span of humanity, and to the future generations

Manuel Collas de La Roche
Founder Better World Endowment Fund



What are the activities of the BWF ?

We are organizing 4 events per year to raise awareness for major issues that humanity is facing today, whether in terms of the environment, Women's Rights and the preservation of seas and oceans. The Goal of the Better World Fund is to highlight and support all initiatives that help to raise awareness on these themes through cinema.

We financially support associations and foundations that work in this direction, by highlighting their initiatives.

An event is constituted by :

A Mastermind networking, a press conference, screening of films and documentaries, a gala dinner and an award ceremony to award some film director's and committed personalities who have worked for a better world.

How an Association or a Foundation is selected?

Depending on the international emergency and on the international scene, we support Foundations and Associations. Amazon on fire, Rights and women's Protection, Protection of the oceans, etc ...



What percentage goes to the Associations or the Foundations?

A minimum of 40% from the event budget will be dedicated to humanitarian Projects.

What are the success stories of BWF ?

9 editions already produced since 2016, the latest to date:

September 3rd and 4th 2020 :

Under the Patronage of the Italian Ministry of the Environment.

Protection of the Heritage of Venice.

For the benefit of the Association "the French Committee for the Protection of Venice" and a tribute to Dr Amani Ballour and the Film Director Feras Fayyad «The Cave», for the benefit of the «Al Amal» King Baudouin Foundation.

What are the next steps confirmed for 2021 ?

July 12th 2021, Cannes Film Festival :

Gold Ethics and Women's Rights, with the support of the United Nations Environment Programme and Global Environment Facility's planetGOLD programme - making a world difference in small-scale gold mining.

Sept 2021, Venise Film Festival :

Rising sea levels and protecting the oceans



QUESTIONS & ANSWERS

With Mr Wilfrid GRENIER
Founder and General Delegate

Why have you founded a new NGO for PEACE?

«It was at the end of 2014, shortly before the terrorist attacks in Paris, Nice and after those in Spain and Morocco, that I understood the meaning of my life mission and my name : To promote Peace and Living Together with determination and inventiveness. The following years and until this year 2020, gave me reason and strength to build a Collective of personalities and anonymous people around a Programme, in solidarity with the aim of providing a response to current events and the state of the world...»

What is UNION-LIFE INTERNATIONAL's program?

«To promote «UNITY Monument» to the Countries, Capitals, Cities and Institutions of the World as well as its «International Solidarity Subscription»; to prepare for the post-covid-19 period with the «Life Rendez-vous», the first social event for the general public; to propose an event like COP21 but for Peace & Doing it together with «Union-For-Peace» ; continue our great collaboration with the Better World Forum around the world...»

How do you define your collaboration with the BETTER WORLD FORUM ?

«I have known its president, Manuel Collas de La Roche, for many years and I can see his perseverance in giving a showcase to human causes in many fields. Our idea was to associate the values of peace and fraternity with the Better World Forum by producing a « UY-UNITY AWARDS® « version for the award ceremonies for prestigious winners for their action in favour of Living Together...»

What does UY-UNITY stand for ?

«UY-UNITY® is an original artistic work with 8 symbols determining a form of universality. UY-UNITY® represents the benevolent union of two human beings without discrimination of origin, gender, religion with at the center, the light symbolizing the awakening of consciousness, knowledge and wisdom; on the sides, the imprint of two hearts conveying a message of universal love...»



PREVIOUS EVENTS

Cannes 2019

[See the short film](#)

[See the official film](#)

May 18th 2019 Cannes Ocean Impact Day :

Country of Honor U.A.E - Ocean Impact day with 47 media present and a major awareness of the protection of the oceans. Green tech innovation

With the présence of :

His Excellency, Dr. Thani Bin Ahmed Al Zeyoudi Minister of Climate change and environment United Arab Emirates.



Manuel Collas de La Roche, Kiera Chaplin and His Excellency, Dr. Thani Bin Ahmed Al Zeyoudi Minister of Climate change and environment United Arab Emirates.



Chris Tucker, his excellency Dr. Thani Bin Amhed Al Zeyoudi, Brian Etmad, Manuel Collas De La Roche, President BWF

Cairo 2019

[See the official film](#)

June 27th 2019 Cairo - Country of Honor Egypt

Conference on Women's Rights and Gala Diner.

With the présence of :

*Her Excellency, Ghada Waly, Minister of Social Solidarity
Her Excellency, Nabila Makram Minister of Immigration & Egyptian Expatriates Affairs
Her Excellency Dr. Yasmine Salah El-Dine Fouad Abdel Aziz, Minister of Environment*



Her Excellency, Nabila Makram Minister of Immigration & Egyptian Expatriates Affairs, Zeinab Bashier Egypt BWF Director, Her Excellency, Ghada Waly, Minister of Social Solidarity, Manuel Collas de la Roche, Her Excellency Dr. Yasmine Salah El-Dine Fouad Abdel Aziz, Minister of Environment, Lina Shehayeb and Helga Piaget Passion Sea Foundation.



Lina Shehayeb, Zeinab Bashier Egypt BWF Director, Manuel Collas de La Roche and Helga Piaget.



NYC 2019

Sept 22nd 2019 New York, Country of Honor Grenada

Organization of the visit of the delegation from the Instituto Raoni and awareness of the blazing Amazon, which enabled it to obtain a grant of more than W\$1 million. Protection of the island states. Mastermind conference "Smart Climate Adaptation in the Caribbean" at the French Institute FIAF New York.

With the présence of :

His Excellency Senator Simon Stiell, Minister for climate, Resilience and Environment. Chief Raoni, Kiera Chaplin, Jean Michel Cousteau, Jazmin Grimaldi, Andrew Forest (Minderoo Foundation), Kojo Annan to name a few....



Manuel Collas de La Roche, Jazmin Grimaldi, Chief Raoni, And Kiera Chaplin



Manuel Collas de La Roche, Kiera Chaplin, His Excellency Senator Simon Stiell, Minister for climate, Resilience and Environment.

VENICE 2020

[See the short film](#)

[See the official film](#)

September 3rd and 4th 2020 - Under the Patronage of the Italian Ministry of the Environment. Protection of the Heritage of Venice.

For the benefit of the Association "the French Committee for the Protection of Venice" and a tribute to Dr Amani Ballour and the Film Director Feras Fayyad film « The Cave », for the benefit of the « Al Amal » King Baudouin Foundation.

With the présence of :

Dr. Amani Ballour, Feras Fayyad, Elsa Zylberstein, Arisa, Kiera Chaplin, Forbes, Nicolas Imbert, Eric Villalonga, Moran Hadad, Jérôme-François Zieseniss, Nicola Acunzo, Paola Marini, Maria Francesca Spatalisano United Nations, to name a few...



Nicolas Imbert, Eric Villalonga, Moran Hadad, Manuel Collas de La Roche, Kiera Chaplin, Jérôme-François Zieseniss, Dr Amani Ballour and Feras Fayyad.



Nataliya Resh, Kiera Chaplin, Elsa Zylberstein and Manuel Collas de La Roche



PARTNERS



MAIN MEDIA PARTNERS



SUPPORT MEDIA PARTNERS



INSTITUTIONAL PARTNERS



BETTER WORLD - ENDOWMENT FUND

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