

“Cinematic Art at the Service of Humanity”  
What Legacy are we Leaving for Future Generations?



# Better World Fund Event

During the Venice Film Festival  
La Mostra

at Ca' Sagredo Hotel, La Misericordia di Venezia  
& Cipriani, a Belmond Hotel

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Food, Health & Sustainability

SEPTEMBER 7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup>, 2022





## Manuel Collas De La Roche

President and Founder of The Better World Endowment Fund

Manuel Collas de La Roche is an endearing personality who has had a spiritual journey since his adolescence. The inspiration for his actions is to help highlight and disseminate initiatives that convey a message of compassion and union with one thing on his mind to have a better world with a lot of benevolence and always aiming to find solutions for our planet.

With his enormous love for cinema and fashion, he tries to convey the message of peace by organizing the BETTER WORLD FUND Program & Gala Dinner at international festivals and cultural events. He is convinced that the seventh art must serve the greatest humanitarian causes by raising awareness and initiating peace.

The BETTER WORLD FUND has a mission to highlight NGOs and help them pursue their goals.

A highly cultivated individual with a deep understanding of the universe, and a commitment to unity and peace, Manuel Collas de La Roche promotes dialogue and the emergence of solutions for the improvement of the population and the protection of the planet.



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Change is upon us, and in 2022, we remain committed to contributing to this transformation.

In December 2021, on the occasion of the Dubai Expo, we brought awareness about persons with disabilities and the effort many put in service, including the global philanthropic organization Dubai Cares.

In 2022, we have decided to focus on the preservation of our health and our planet.

In March, still within the context of the Dubai Expo 2020 and the United Nations we focused on the conservation of the oceans and the blue economy.

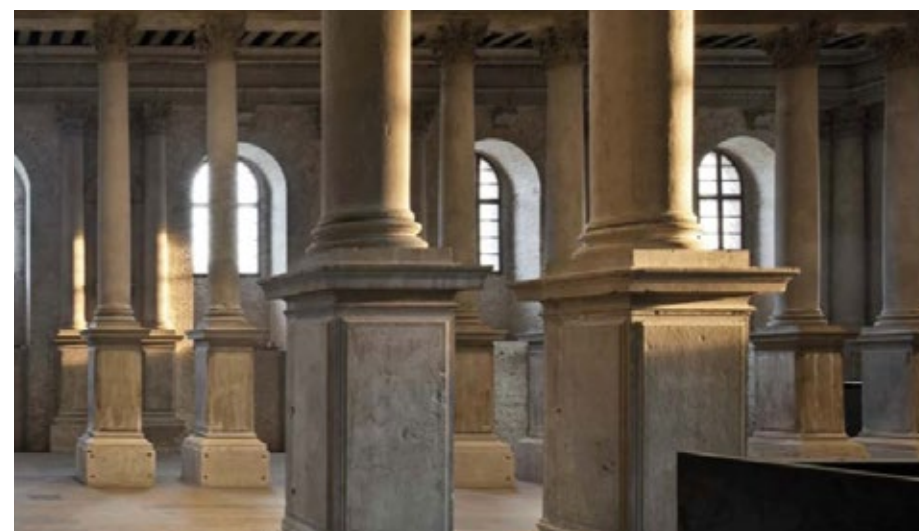
During the Cannes Film Festival in May, we spoke about food, health, and sustainability issues.

Upcoming in September, during "The International Venice Film Festival, La Mostra", we are highlighting Food, Health & Sustainability, then in Jeddah, during the Red Sea International Film Festival, we will be speaking about biodiversity and the coral reefs.



# La Misericordia de Venezia

Situated in the Cannaregio district, at the end of the fondamenta bearing the same name, the Scuola Grande della Misericordia dominates the northern side of Venice. A unique building of its kind, set in a fascinating area where the magnificent achievements of the Venetian architecture meet the waters of the lagoon. The happening spot during “la Mostra de Venise” where all the big Galas of the biggest brand names such as Dolce & Gabbana, Versace, Mastercard... take place.



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# What is Better World Fund ?

*We stage international prestigious events gathering celebrities, film-makers, leaders, companies and change makers towards one purpose : make the international commitment for sustainable development goals (SDG) a reality. We spotlight. We connect. We build bridges.*

The Better World Fund is an endowment Fund based in Paris. It was created in 2016 in response to a humanitarian impulse stemming from a society in need of more equality authenticity and truth.

Beyond political, religious or cultural differences, we spotlight Women's Rights, Education, the Environment and Biodiversity. More than ever, we must protect our Planet.

Since 2016, the Better World Fund has been organizing a series of high-level events in key locations in different parts of the world such as the Cannes Film Festival, the Venice Film festival, Los Angeles, Monaco, Cairo, New York and at the Dubai Expo 2020. We work together with other influential people from the Cinema, Music, Business, Sports and Fashion industries.

Our disruptive format makes our high-level events unique: it consists of a Mastermind and Academia for Better World conferences with influential speakers, networking lunches, cocktails and gala dinners with shows, and awards to recognize the positive impact of leaders, artists and businesses, including innovative start-ups.



Cannes 2022



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Monaco 2018



Dubai 2021



La mostra

Cannes 2017



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## Our Supporters

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HSH Prince Albert II of Monaco  
His Excellency Dr. Thani Bin Ahmed Al Zeyoudi U.A.E  
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Aris Bioenergy  
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Gaël Breton  
Edouard Cuel  
Beto Macedo  
Tiago Berbare  
Laura Bispuri  
The team of the film «Princess Europe»  
Yvan Bourgnon  
Arik Rosenblum  
Professor Jan Borm



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## What is happening in Venice ?

*The Better World Fund is proud to feature another amazing program in Venice on the occasion of the International Venice Film Festival, La Mostra, on September 7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup> 2022. We are pleased to collaborate with amazing artists, leaders, and corporates to support the United Nations Sustainability Development Goals.*

We invite you to a series of high-level events to discuss the importance of the Food, Health & Sustainability, in this particular context that the world is currently facing.

We will share ideas and solutions through a Mastermind - Social Awareness and Impact Forum. We will feature other networking events to connect people, values, and businesses.

We will host a prestigious Gala Dinner featuring an exceptional artistic program and awards ceremony.

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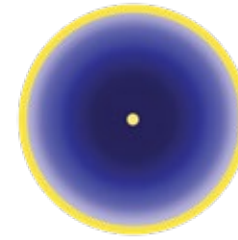


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DAVID LYNCH FOUNDATION

# The Better World Fund supports the David Lynch Foundation.

## ABOUT THE DAVID LYNCH FOUNDATION

The David Lynch Foundation was founded in 2005 to prevent and eradicate the all-pervasive epidemic of trauma and toxic stress among at-risk populations through promoting widespread implementation of the evidence-based Transcendental Meditation® (TM®) program in order to improve their health, cognitive capabilities and performance in life. At-risk populations suffer from epidemic levels of chronic stress and stress-related disorders—fueling violence, crime and soaring health costs, and compromising the effectiveness of education, health, rehabilitation and vocational programs now in place.

Since opening its doors in 2005, the David Lynch Foundation, a 501(c)(3) organization, has helped to bring the stress-reducing TM technique to more than 500,000 children and adults around the world. We focus our efforts on underserved inner-city students, veterans with posttraumatic stress (PTS) and their families and women and children who are survivors of violence and abuse.



## PROGRAMMATIC HIGHLIGHTS

### MEDITATE AMERICA

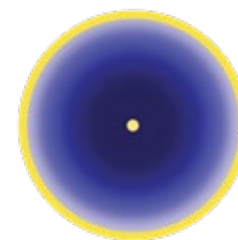
Meditate America is a national initiative that was launched on December 3, 2020, to bring the evidence-based Transcendental Meditation technique to everyone in the country who is at-risk and vulnerable to stress and trauma, in the same way that approved medicines are available to people. The first phase of the initiative is to conduct large-scale, randomized controlled trials on the benefits of the technique for healing trauma; reducing high blood pressure and risk of heart disease and stroke; and reducing anxiety and depression. Outcomes from the trials will be used to qualify TM as a medical intervention covered by private and public insurance companies. Once the technique has been approved for reimbursement, then anyone who suffers from stress and stress-related disorders will be able to learn TM at no cost to the individual. In this way, as many as 300 million people will be able to meditate, a development that will transform the health of the people and the entire nation. Here are three David Lynch Foundation projects already underway to support Americans in need.



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DAVID LYNCH FOUNDATION

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### HEAL THE HEALERS NOW

Even before the Covid-19 pandemic, a Harvard report called physician burnout “a public health crisis that urgently demands action” with several surveys putting the rate of provider burnout as high as 70 percent. The American Academy of Family Physicians linked burnout to higher rates of medical errors, substance abuse and addiction, and suicide among physicians.

Today, the situation is far worse, and demands well-documented, innovative approaches to address this crisis. “Heal the Healers Now” is a national initiative to bring the stress-reducing Transcendental Meditation® technique to healthcare workers in public hospitals who are battling the coronavirus pandemic.

### VETERANS: 21 TO NO ZONE

Tragically, at least 21 vets take their own lives every day. This national horror is compounded by the fact that such acts cause lifelong harm to family members and co-workers—and directly challenge the military’s ethos that “No one is left behind.” Clearly these patriots who choose to release their pain through suicide rather

than confront it have been “left behind.” 21 TO NONE® is addressing the terrible epidemic of high suicide rates among veterans by delivering Transcendental Meditation to those in need through VA healthcare systems, military bases and military universities, and veteran service organizations.

### HEALTHY FAMILY / HEALTHY COMMUNITY

Early-age trauma scars the brain and fuels poor academic performance, sickness, substance use disorder, and violent behavior. At the basis of any community-wide initiative to interrupt violence and build strong neighborhoods must be an effective program for healing the traumatized brain, particularly among the young. The David Lynch Foundation’s Healthy Family/ Healthy Community national initiative partners with local government and civic organizations to bring TM® at no cost to under-resourced adults and children to reduce stress, improve cognitive and brain functioning, and prevent crime and violence.



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## Dr. Tony Nader Conference

Tony Nader, MD, PhD, is a medical doctor trained at Harvard University and Massachusetts Institute of Technology (PhD in neuroscience) and globally recognized expert in the science of consciousness and human development. His training includes internal medicine, psychiatry, and neurology. He's the successor to Maharishi Mahesh Yogi and the head of the Transcendental Meditation organizations globally. He was assistant director of clinical research at MIT, and a clinical and research fellow at Massachusetts General Hospital, Harvard Medical School. He conducted research in neurochemistry and neuroendocrinology; the relationship between diet, age, behavior, mood, seasonal influences, and hormonal activity; and the role of neurotransmitter precursors in medicine. Dr. Nader has discussed his expertise at academic and governmental institutions such as Stanford University, where he taught a course entitled "Hacking Consciousness", at Harvard Business School on The Neuroscience of Transcendence, and as the keynote speaker for a conference at the House of Commons, British Parliament where the unique expertise in the knowledge of East and West has been recognized by the National Health Service. His research has been

published in Neurology, Journal of Clinical Endocrinology and Metabolism, Journal of Gerontology, Progress in Brain Research, the International Journal of Mathematics and Consciousness, and other journals. In his recent book, *One Unbounded Ocean of Consciousness* (Penguin Random House, 2021), Dr. Nader comprehensively examines the nature of relative and ultimate reality and what scientists call the "hard" problem of what is consciousness? He unpacks these abstract topics for both a general audience and experts addressing life's big questions and offering practical solutions from the field of consciousness to the challenges facing the world. He investigates consciousness in terms of human physiology, quantum mechanics in physics, and the more ancient Vedic science, uncovering the unity underlying ontology, epistemology, and ethics. With his work, his podcast, "Consciousness Is All There Is", his books, and discussions with a broad array of top leaders and thinkers in nearly every field, Dr. Nader is bringing the science of consciousness to new audiences and expanding the understanding of the relationship between mind and body, consciousness and physiology, and the possibility to development full human potential.



# Event program details

September 7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup>, 2022

SEPTEMBER 7<sup>th</sup>  
at Ca' Sagredo Hotel

COCKTAIL PRIVATE PARTY  
7 pm to 1 am

Reserved for the Great Patrons  
- Limited Seats Available

SEPTEMBER 8<sup>th</sup>  
at La Misericordia di Venezia

COCKTAIL RECEPTION  
& RED CARPET  
7.30 pm

Networking & Photocall

BETTER WORLD FUND  
GALA DINNER  
8.30 pm

Dinner, Auction &  
Awards Ceremony

PARTY  
11 pm

Connecting People

SEPTEMBER 9<sup>th</sup>  
at Cipriani, A Belmond Hotel

MASTERMIND  
10 am to 11:30 am

Food, Health &  
Sustainability

CONFERENCE  
FOLLOWED BY Q&A  
11:30 am to 1 pm

Dr. Tony Nader

LUNCH  
1 pm to 2.30 pm

Lunch &  
Networking

MASTERCLASS  
2.30 pm to 4 pm

The Territory:  
Multiple-award-winning  
National Geographic  
Documentary film



# Why choose Better World Fund ?



## MASTERMIND, PHILANTHROPIC CHALLENGES & DEBATE

Is a meeting of high-level speakers and an inspiring transmission of knowledge that will raise public awareness on fundamental subjects. These exchanges allow awareness in the pursuit of a Better World. It is a selection of personalities and leaders who contribute to the betterment of our planet. This year, in Venice, the objective of Mastermind is to have a panel discussion suggesting actions and initiatives for the Food, Health & Sustainability. We have selected the best personalities and innovative leaders who are making the world a better place. This year in Venice the Mastermind's main goal is to discuss, analyze and decide on specific actions, platforms and initiatives to protect our planet in this particular context that the world is currently facing. The Mastermind has developed the following activities: Mastermind Visionary Speech, Guest Speaker's, Presentations Networking

## MASTERCLASS

«Can the Movie Industry succeed in creating a Better World?» What is the role actors, directors, scriptwriters and producers play in conveying a message of peace, education, and safety? How can they encourage the industry in making movies with more positive messages with the aim of creating a Better World? How can movies anticipate a greener and more ecological production, starting with the choice of location, accessories and equipment rental, usage of green energy, animal welfare, catering, and respect for human rights and cultures? What environmental standards should the industry imply on the key people behind it, while highlighting the importance of awareness, publicity, and certification?

## AWARDS CEREMONY

We honor leaders, film directors, and artists for their actions and commitment to addressing the most pressing humanitarian and sustainability issues of our time. We will focus on the link between food, Health & sustainability, the Cinema Industry, and engaged celebrities.

## GALA DINNER



A prestigious gala dinner will take place in Venice on september 8<sup>th</sup>



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Dubai 2021



Cairo 2019



NYC 2019



Cannes 2022





# Sharon Stone, Patron of Better World Fund Cannes 2022







# Partners



## Support media partners



## Institutional partners





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and support the David Lynch Foundation

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## Contact us

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**BWF**

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