

CINEMATIC ART AT THE SERVICE OF HUMANITY



BETTER WORLD  
Fund

PRESENTS

A CALL TO ACTION  
FOR THE  
MEDITERRANEAN

WHAT LEGACY ARE WE LEAVING  
FOR FUTURE GENERATIONS ?

THE VENICE  
FILM FESTIVAL

September 10<sup>th</sup> 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, on Ethical Gold supporting the United Nations Program Planet Gold, making a world of difference in small-scales gold mining, a GEF Initiative.

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 Group Monaco*

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

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

Liane Foly

Nada Ghandour

Rima Mekkawi

Natalia Kapchuk

Nicole Purin

Agnès Bellulo

H.R.H Princess Angelique Monet

Sandy and Brian Stewart

Nataliya Resh

René Villemure

Dhananjay Kabre

Jean François Desjacques

HE Laila Rahhal El Atfani

Christian Baudis

Shalini Aroraa Kochhar

Mathilde Martin

Josef Brandmaier

Elizabeth Platt

Emmanuel Itier

Peter Christmann

VENICE 2021  
EVENT PROGRAM (DETAIL)

September 10<sup>th</sup> 2021

CA - SAGREDO HOTEL  
Venice

PRESS CONFERENCE

10am

MASTERMIND

« A CALL TO ACTION FOR THE MEDITERRANEAN »  
BRUNCH & NETWORKING

11am - 2pm

RED CARPET - VIP COCKTAIL RECEPTION

7:30pm

GALA DINNER

AWARD CEREMONY

9pm

AFTER PARTY

The Avener (TBC)



## CONCEPT

Bridging continents and oceans, the Mediterranean and its exceptional marine ecosystem are threatened in their very existence and diversity. Birthplace of Civilizations, it embodies today the compromised future marine environments are faced with, and immediate action from our part is needed.

Now more than ever, the present of the Blue Sea embodies the future of our world, and it is time for leading figures to frame meaningful ideas and projects. 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 Mediterranean distressed marine ecosystems.

The Better World Endowment Fund "*A call to action for the Mediterranean*" 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.

## TARGETS

The mastermind's main objective is to propose, analyze and decide on 3 or more specific actions, 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

# 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 3<sup>rd</sup> and 4<sup>th</sup> 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 12<sup>th</sup> 2021, Cannes Film Festival :**

Gold Ethics and Women's Rights, with the support of the United Nations in Geneva as part of the program. Planet gold making a world difference in small-scale gold mining, A GEF Initiative.

#### **September 10<sup>th</sup> 2021, Venise Film Festival :**

Rising sea levels and protecting the oceans

# UNION-LIFE INTERNATIONAL

PARTNER

## FROM THE BETTER WORLD FORUM

### 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...»



Website : [www.union-life.org](http://www.union-life.org)

## PREVIOUS EVENTS

### Cannes 2019

[See the short film](#)

[See the official film](#)

#### May 18<sup>th</sup> 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 27<sup>th</sup> 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.*

## PREVIOUS EVENTS

### 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 Spatolisano 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*

## SPONSORS



### Better World - Endowment Fund

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