



BETTER WORLD
Fund

PRESS BOOK

CINEMATIC ART AT THE SERVICE OF HUMANITY.

ETHICAL GOLD PROGRAM



Honoring Ghana



RENÉ MOAWAD FOUNDATION
مؤسسة رينه موعوض

Supporting the children's of Lebanon



SUMMARY

<u>Press</u>	2-31
<u>Fashion Show</u>	32
<u>Awards</u>	33-34
<u>Photo</u>	35-38
<u>Video</u>	39
<u>Partners</u>	40



The 5th edition of the Better World Fund took place in Cannes on Monday. The endowment created for women's rights, education, children and the preservation of the oceans takes advantage of major international festivals to ensure that cinematographic art is used in the service of great social and humanitarian causes.

A conference on Ethical Gold was held in the morning at the Eden Hotel, with Ghana as the country of honor, in the presence of Minister Dr. Okyere Darko-Mensah. This event was supported by the UN, OECD, Chamber of Renewable Energies and Ecology of Monaco (CEREM) and the Green Cross.

A Gala dinner and auction took place at 3.14 Beach with proceeds donated to the Lebanese René Moawad Foundation, which provides education, school materials, meals and medical follow-up to children in Lebanon.

The ceremony hosted by Manuel Collas de La Roche, president and founder of the Better World Fund, along with actress and activist Kiera Chaplin. Special guest, Marcelo Viera, the new Real Madrid football captain, started the evening by donating a signed ball, shirt and shoes to auction. During dinner, guests were treated to an ethical and eco-responsible fashion show was put on Eileen Akbaraly (founder Made For A Woman) and Pietro Paradiso who showcases the Madagascar brand of pieces created by women for women.

Additionally, seven Union-Life International Awards were to those whose works or actions had a social and solidarity impact in 2020. The winners were Best Commitment/Eileen Akbaraly, Dr. Sohan Roy, Aries Group and Dr. Aziz Mustapha. Movie That Matters/documentary "The Sound of Us" by Chris Gero and the documentary "ENOUGH! Lebanon's darkest hour" by Daizy Gedeon. The Lifetime Achievement Award went to director Barry Alexander Brown while director Nabil Ayouch picked up Best Achievement in Cinematography.



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Cannes 2021 : Manuel Collas de La Roche nous parle de l'événement Better World Fund

Stars Media

Nous avons eu la chance de rencontrer, lors du Festival de Cannes, le fondateur et président d'un fonds de dotation très actif en matière de préservation de l'environnement comme dans la protection des femmes et des enfants, Manuel Collas de La Roche du Better World Fund.

C'est sur la jolie plage du 3.14, au milieu de la Croisette, que Manuel nous a parlé des ambitieux projets du fonds ainsi que de l'événement du 12 juillet en présence d'invités d'exception. Interview :

Bonjour cher Manuel, pourriez-vous vous présenter à nos lecteurs ?

Bonjour Laurent, je suis Emmanuel Collas de La Roche, fondateur du Better World Fund, qui est un fonds de dotation et organisateur d'événements internationaux, comme à Cannes, Venise, Los Angeles, New York, Le Caire ou encore Dubaï. Nous profitons du Festival pour faire en sorte que l'art cinématographique soit au service de grandes causes sociales et humanitaires.

Parlez-nous du Better World Fund.

Il s'agit plus précisément d'un fonds de dotation qui s'est créé pour le droit des femmes, l'éducation, l'enfance et la sauvegarde des océans. Cette structure organise des événements dans le monde entier afin de créer l'ouverture des consciences sur ces grandes problématiques, et aussi financer des programmes humanitaires.

Pourquoi le Better World Fund s'intéresse-t-il à l'industrie aurifère ?

Chaque année, nous choisissons une ligne éditoriale différente et c'est en fonction de nos rencontres que nous choisissons de mettre en lumière telle ou telle problématique.

L'un de nos sponsors qu'est le groupe Aurum, propriétaire d'une raffinerie d'or à Monaco, nous a proposé de mettre le sujet suivant à l'honneur : 45 millions de personnes, dont des femmes et des enfants, sont frappées de plein fouet par une extraction sauvage et polluante du précieux métal jaune.

C'est pour cela que nous avons décidé de traiter de ce sujet essentiel à nos yeux.

Pourquoi le Better World Fund est-il à Cannes cette année ?

Nous sommes à Cannes cette année pour un de nos événements, qui aura lieu le 12 juillet.

Il sera centré justement sur l'or éthique avec, comme pays à l'honneur, le Ghana, et le soutien institutionnel des Nations unies, de l'OCDE, du Cerem de Monaco et du Green Cross.

Il y aura un dîner de gala dans lequel les enfants du Liban seront mis en avant.

Les fonds récoltés ce soir-là serviront à financer un programme éducatif pour les petits Libanais.

Apparemment, Spike Lee sera présent à ce dîner de gala ?

Effectivement, nous remettons des trophées pour des gens ayant accompli des actes exceptionnels dans leur domaine de prédilection.

Ce soir-là, nous remettons un prix spécial à Barry Alexander Brown, réalisateur nommé aux Oscars et qui a travaillé sur tous les films de Spike Lee. Il est prévu que Spike vienne et participe à cette remise de prix car Alexander et lui forment un duo et font tous leurs films ensemble. Le passage de Spike Lee sera sans aucun doute le moment fort de cette soirée du 12.

Les projets de Better World Fund ?

Tout d'abord, nous avons été sélectionnés dans le programme officiel de l'exposition universelle de Dubaï. Notre forum se tiendra le 3 décembre autour de la Journée du Handicap sous le haut patronage du ministère de la Culture des Émirats arabes, également en partenariat avec la société SAP, gros groupe d'ordinateurs allemands. Nous produirons enfin un film de 12 minutes sur le handicap qui correspond tout à fait aux accords entre nos deux pays, la France et les Émirats. Le producteur sera émirati, en partenariat avec le ministère de la Culture de Dubaï. Tout cela, c'est pour le mois de décembre 2021. Par ailleurs, nous avons conclu un partenariat avec la société française Engie afin de réaliser 2 jours de programme entièrement consacrés à la protection des océans, en mars 2022.

Votre mot de la fin ?

Je dirai que nous vivons une époque très difficile, nous devons donc tous être bienveillants les uns envers les autres. Je trouve notre société plus violente qu'avant, et ce, malgré le confinement. Nous devons être bienveillants avec notre prochain, avec nous-mêmes, et faire de ce monde un monde meilleur.

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Cannes : Frédérique Bel avec sa soeur, Marcelo Viera en amoureux

Purepeople

Le Festival de Cannes c'est des films, des photographes, des stars... mais aussi des soirées engagées. Frédérique Bel, Jimmy Jean-Louis et Déborah François étaient présents pour le Better World Fund, qui fait en sorte de mettre l'art cinématographique au service de grandes causes sociales et humanitaires.

Du beau monde pour une belle cause. Les célébrités ont répondu présentes pour la cinquième édition du gala Better World Fund, qui s'est déroulée à Cannes lundi 12 juillet. Et le moins que l'on puisse dire, c'est que Frédérique Bel a fait forte impression sur le photocall, divine dans sa robe noire en cuir Jitrois. Lors de la soirée, la comédienne de 46 ans a également pris la pose en compagnie de sa soeur Alexandra. Les comédiens Antoine Coesens, Jimmy Jean-Louis, Déborah François et Eloïse Valli étaient également de la partie, tout comme la mondaine Lady Victoria Hervey, dont la robe transparente ne cachait pas grand chose.

Le dîner de Gala s'est tenu sur la plage du 3.14. Les bénéfices de la soirée étaient reversés à la Fondation libanaise René Moawad. La Fondation soutient les enfants du Liban en leur proposant éducation, matériel scolaire, repas et suivi médical. La soirée, présentée par Manuel Collas de La Roche, président fondateur du Better World Fund, et la comédienne

et activiste du droit des femmes et des enfants Kiera Chaplin, s'est ouverte en présence de Marcelo Viera, nouveau capitaine du Real Madrid qui a offert un ballon signé ainsi qu'un maillot et ses crampons qui a été mis aux enchères au profit de la Fondation René Moawad. Le footballeur brésilien était accompagné de son épouse, la charmante Clarisse Alves.

La soirée s'est poursuivie avec un défilé de mode éthique, proposé par Eileen Akbaraly fondatrice de la marque éco responsable Made for a woman, et Pietro Paradiso.

Au cours du dîner, sept prix Union-Life International ont été décernés à des personnalités dont les oeuvres ou les actions ont eu une portée sociale et un impact solidaire en 2020 : Eileen Akbaraty, fondatrice de Made for a woman (Madagascar), Dr Sohan Roy, président du groupe Aries (Inde), Dr Aziz Mustapha, représenté par Joelle Aziz et Lamia Lamou (Maroc), The Sound of Us, documentaire de Chris Gero (prix Filmfestivals.com «Movie that Matters»), ENOUGH ! Lebanon's darkest hour, documentaire de Daizy Gedeon (prix Filmfestivals.com «Movie that Matters») et Barry Alexander Brown, réalisateur (Prix d'honneur pour l'ensemble de sa carrière).



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Better World Fund returns to Cannes july 12 with a gala and a full program



Ludovic Bernaudat *Representing United Nations Environment Programme*

Michel Moawad *Representing René Moawad Foundation*

Selim Fendi *Representing Aurum Monaco*

Louis Marechal *Representing the OECD*

Daniel Staper *Representing Pact world*

Dr Okyere Darko-Mensah *Representing Ghana*

Iris Van der Veken *Representing the Responsible Jewellery Council*

Eileen Akbaraly *Representing Made For A Woman: Founder, CEO and designer*

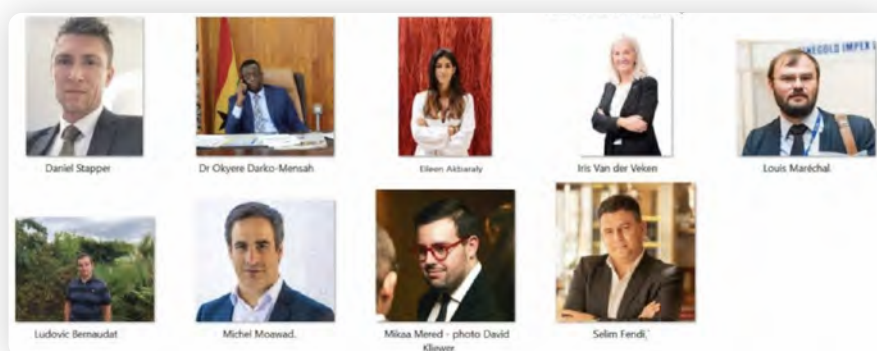
From images to action, the BWF is joining forces with partners to create a platform assembling filmmakers, writers, scientists, environmentalists and project leaders to explore and activate palpable initiatives to preserve and protect the planet.

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.

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.



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Barry Alexander Brown, Spike Lee to Receive Lifetime Achievement Awards at Cannes

VARIETY

Barry Alexander Brown, the filmmaker and editor long known for his association with Spike Lee, is to receive two lifetime achievement honors this year during the Cannes Film Festival.

Lee is present in Cannes as president of the competition jury.

The AFI World Peace Initiative and the Better World Forum will honor Brown and Lee as iconic pioneers for their body of work promoting inclusion, diversity and social justice, and laud Brown for race-relations drama *"Son of the South,"* which was released this year.

The prizes to Lee and Brown will be presented at the Better World Fund Gala on July 12 in Cannes. They will be handed over by Better World Forum founder and president Manuel Collas de Laroche and Forum ambassador H.R.H. Princess Angelique A. Monet.

Brown will additionally receive the Embrace Award at the AFI World Peace Initiative — World Peace and Tolerance awards ceremony the following day, July 13.

"To see (my) work recognized and to receive this from an organization that is dedicated to such good work as the U.N.-affiliated AFI World Peace Initiative is, for me personally, very meaningful," said Brown.

Brown was born in the U.K. but grew up in the Deep South of the U.S. He edited classic Lee films including *"Do the Right Thing,"* *"Malcolm X,"* *"Crooklyn,"* *"He Got Game,"* *"25th Hour,"* and *"Inside Man."* He was nominated for an Academy Award for his first film as director, doc *"The War at Home"* (1979).

Lee's *"BlacKkKlansman"* premiered in Cannes in 2018 and received the Grand Jury Prize. It later earned five Oscar nominations including best picture, best editing and won best adapted screenplay.

"Son of the South" is based on Bob Zellner's autobiography *"The Wrong Side of Murder Creek."* It is a fact-based story set in Montgomery, Ala., where a Klansman's grandson must choose which side of history to be on during the Civil Rights Movement. Starring Lucas Till, Lucy Hale, Lex Scott Davis, Cedric the Entertainer and Julia Ormond, it was written and directed by Brown with Lee as executive producer.

It premiered last year at the American Black Film Festival and was released in February this year by Vertical Entertainment.

"Barry Alexander Brown has a body of work that is entertaining, enlightening and enriching. Honoring him during Cannes Film Festival is truly imperative because of his latest film, *'Son of the South,'*" said Princess Monet in a prepared statement.

"Barry's body of work is impacting our new generation with an action plan, and an understanding of modern-day non-violent movements. His art is reflecting change just as the Freedom Riders did for the Civil Rights Movement. His ongoing efforts with the Freedom Riders National Monument, since the film's release, are truly heroic."

The Better World Endowment Fund comprises a team of experts, influencers and activists from business, academia, media, and entertainment. At Cannes, its objective is to set out specific actions, platforms, initiatives for women's rights and to campaign for climate adaptation, sustainable energies and the blue economy.

The A.F.I. World Peace Initiative is given consultative status, with the United Nation's ECOSOC program promoting peace and under-represented people. It has been present at Cannes on nine occasions and previously honored other Hollywood figures including Danny Glover, Ron Perlman, Graham Greene, Jeff Bridges and the late Peter O'Toole.

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Interview with the Better World Fund at the Cannes Film Festival

The world is always changing, and in the Better World Fund, they want to ensure it is changing in the right way. The event held on July 12th in the 3.14 Plage at this year's Cannes Film Festival with Chic Icon as the official media partner, joins art and fashion within the backdrop of social awareness to ignite global change and is not something you will want to miss.

The Better World Fund is excited to host a very special event at this year's Cannes Film Festival that brings together some of the best minds in art and film with leaders in the community in an exciting forum that will inspire change. With an emphasis on cinema and social issues, the BWF is having a wide range of Film Makers that present their films under Cinematic Art at Service to Humanity.

This year's event includes the continuously growing community of leading thinkers and doers who share the mission for positive environmental, economic and social changes. There will be awards and honors given out to various countries and NGOs who have contributed to the effort. The first-class Gala dinner will be followed by the fashion show from Eileen Akbaraly & Pietro Paradiso, where they display their talents portraying woman empowerment through the art of weaving luxury and ethical handicrafts. This year's event is packed with entertainment, networking, and a great message that we don't want you to miss!

We, at Chic Icon, proudly being the official media partner of the event, had the wonderful opportunity to sit down and have a conversation with the President & Founder of the BWF Manuel Collas de la Roche, and Nataliya Resh, the Co-partner and the President & Founder of Open Culture Foundation. Being highly experienced individuals in the entertainment and business world, they gave us an inside look at the event itself and what it means to be a leading charity organization.

What led you to start the Better World Fund? Did you ever envision it becoming this big?

Manuel Collas de la Roche: Actually, since I am 16 years old, I have been on a spiritual path. I wanted to build a platform or a forum to create awareness on social issues that gather cinema, humanitarian mission and financial support, communication, and public relations.
Nataliya Resh: I am a very determined person, I wanted this forum to be recognized internationally.

With so many social issues in the world today, how does BWF choose which platforms to focus on each year?

Manuel: I created a Board of Directors and a Board of Advisors; we meet once a month, and we take all the decisions together.

What makes the Better World Fund successful? How do you measure its success?

Manuel & Nataliya: What makes Better World successful is all the energy put in by our team since 2016. We take care of each detail to prepare our events and represent each project the best way possible. We are really grateful to wake up every day having this chance to live for it, giving our hearts and soul to the Better World. We measure its success by fidelity and perennity of our partners, and longevity of our events, and the funding of our humanitarian and ecological projects.

How has the global COVID pandemic affected your initiatives this year?

Manuel & Nataliya: It has been very difficult, like everyone we couldn't organize any forum. Our next Better World Fund will take place during the Cannes Film Festival this year on July 12th at the 3.14 Plage.

What can we expect from the Mastermind conference this year that is different from previous conferences? Will you make the discussion available on the web for reply?

Manuel & Nataliya: This year, we have the chance to listen to the leaders from the United Nations, Responsible Jewelry Council, ODCE, PACT,... who will be reunited to share their ethics and values for the first time.

Why is this an important event to have at Cannes Film Festival?

Manuel & Nataliya: Cannes Film Festival is the best way to make a beautiful union between Cinema, incredible stars and all our best donors putting under the spotlights important causes.

How does this event differ from the ones in the past year?

Manuel & Nataliya: This year it is really different! First, because the Cannes Film Festival is organized in July, and, after very difficult last year, this is a real pleasure to see the world moving again and coming to our events.

How has it been working with Chic Icon as the official media partner for the event?

Manuel & Nataliya: It's been fantastic to have you as a media partner, and we are really grateful for your support. Thank you!

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5th Edition of the Better World Fund at the Cannes Film Festival 2021 with Chic Icon as Media Partner

Chic Icon
Luxury Lifestyle Magazine & Tailored Events

Aware of the power of the film industry to communicate, transmit and project messages and values to the whole of humanity, Better World Fund attends the Cannes Film Festival 2021, just as it did in Venice, Los Angeles, New York, Cairo, and coming soon to Dubai.

Better World Fund is an endowment fund that organizes international events, and this time takes advantage of the Cannes Film Festival 2021 and the confluence of actors, directors, producers, and personnel related to the big screen and television industry so that cinematographic art is put at the service of the great social and humanitarian causes, and in defense of the weakest, at the international level.

Ghana was the country in the spotlight, represented by Dr. Okyere Darko-Mensah, the Member of Parliament and Minister of the West Region. The event had the institutional support of the United Nations Environment Program, represented by Ludovic Bernaudat, as well as OECD, Cerem de Monaco, and Cruz Verde. It has focused on Ethical Gold. It is backed by the planetGOLD program, which seeks to create a different world in small-scale gold mining. Also, the funds were raised to finance an educational program for Lebanese children.

BWF was created to collaborate in a society in need of authenticity and sincerity, providing a humanitarian impulse that aims to be the voice and image of the world of tomorrow through a series of films and documentaries produced in different countries to defend, promote and support all those entrepreneurs who would otherwise remain in the shadows.

On this occasion, Better World Fund has paid tribute to Barry Alexander Brown, filmmaker and editor associated with Spike Lee, as two pioneers who represent a recognized symbol in defense of inclusion, social justice, and diversity. BWF honored and congratulated Brown on his race relations drama "Son of the South," released this year.

Chic Icon Magazine was the Official Media Partner of the Better World Fund event during the Cannes Film Festival 2021. "It is a privilege for us to actively collaborate in the dissemination of this project and contribute to the transmission of a noble idea to which we aspire to do our bit so that it continues to succeed," – says Alina Dyachenko, the CEO & Founder of Chic Icon. We had a pleasure to meet Nataliya Resh, the Co-partner of the Better World Fund and the President & Founder of Open Culture Foundation, during the gala-dinner to ask some interesting questions concerning the BWF event during the Cannes Film Festival and her charity mission in life.

Are you happy with the past event of the Better World Fund at the Cannes Film Festival 2021?

I am thrilled to be back doing charity after such a long break. This was our first event since September 2020 which took place in Venice during the Venice Film Festival.

The event itself was very successful. We were delighted to provide support for children in Lebanon. The Rene Moawad Foundation (RMF, non-profit, non-political, non-sectarian organization) was our institutional partner. We granted donations in respect to the situation in Lebanon to support children by providing school equipment and rebuilding educational facilities.

What achievements can we reach all together?

It is a great honor to meet people with whom I share qualities and ambitions to improve our world. People who are aware, kind, live life with dignity, and are brave enough to act on issues in modern society.

What are your plans for the next event?

The following two events are taking place in Dubai during Expo 2020. We will announce this officially at the French Pavilion in October. The first event is scheduled for December 3rd, and the second one is on March 25th. We are very pleased to have great support from The United Arab Emirates Ministry of Culture & Youth, The French Embassy, and Institut Français.

Let's talk a bit about yourself. What's your background?

I was born in a small, traditional family in Ukraine. When I was two years old, we moved to Russia. As a child, I enjoyed multiple forms of Art. I attended a Russian Ballet school, and additionally, I always enjoyed studying artists and their history in school. Later on, I understood that Art could be an interesting way to convey important moral messages to society. No one enjoys being told what to do. It's more comfortable for people to individually perceive these messages through different Art forms to understand and make a choice to create a better world. For example, a dancer performing on a trash hill symbolizes how the Earth can be beautiful, but we are limiting its potential by mindlessly polluting it.

Well, eight years ago the Open Culture Foundation was established, and now it focuses on protecting our environment and maintaining biodiversity.

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Better World Fund à Cannes : Hommage à Barry Alexander Brown et Spike Lee



Alors que le Festival de Cannes s'engage cette année dans la protection de la planète avec notamment la sélection « Le cinéma pour le climat », le Better World Fund organise pour la cinquième fois consécutif un évènement ce lundi 12 juillet pour mettre en avant les acteurs de l'industrie cinématographique qui militent pour un monde meilleur. Un hommage est fait à Barry Alexander Brown et Spike Lee.

Better World Fund se donne pour mission depuis sa création de mettre en avant des initiatives pour un changement environnemental, économique et social. On retrouve parmi les précédents lauréats du prix de l'organisation des personnalités ayant reçu des prix prestigieux comme le prix Nobel, un Oscars, un Golden Globes ou encore un Grammy Awards. On peut citer notamment : le Prince Albert II, Sharon Stone, Forest Whitaker, Wim Wenders, Jean-Michel Cousteau, Mary J. Blige, Akon et Yann Arthus-Bertrand.

Better World Forum sera heureux d'honorer cette année deux pionniers emblématiques qui ont façonné le cinéma hollywoodien. Plus de 40 ans d'amitié et de collaboration, Barry Alexander Brown et Spike Lee ont ensemble participé activement à créer un monde meilleur. Barry Alexander Brown, monteur fétiche de Spike Lee, se verra remettre un Prix pour l'ensemble de ses réalisations par le fondateur et président du Better World Forum, Manuel Collas de La Roche.

« Recevoir ce prix à Cannes et être honoré aux côtés de Spike Lee au moment où il est président du jury du Festival du film est bouleversant. J'ai été incroyablement chanceux d'avoir travaillé avec mon bon ami sur tant de projets pendant si longtemps. C'est une chose rare dans ce métier. »

Barry Alexander Brown

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Lady Victoria Hervey, 44, wows in a sheer diamante dress at charity gala during Cannes Film Festival

MailOnline

She never fails to turn heads when she steps on a red carpet. Lady Victoria Hervey wowed as she headed out in a sheer diamante dress during Cannes Film Festival on Monday night.

The socialite, 44, looked dazzling as she headed to the Better Word Fund Charity Gala in the glittering see-through dress.

Victoria left little to the imagination as she showcased her toned figure in the thigh-split gown and covered her modesty with the embroidered gems. The blonde beauty looked flawless in the feather-trimmed dress, which she paired with some strappy silver stilettos.

The former It Girl worked her angles for the camera as she arrived for the event as she turned away to the back of the carpet to showcase her curves.

Victoria accentuated her natural beauty with false eyelashes and a slick of nude lipstick. She wore her golden tresses in neat curls and swept her luscious locks to one side in a glamorous side parting.

Victoria was joined at the event by Kiera Chaplin who looked stunning in a floor-length purple gown.

The model beamed and put her arm around Victoria's waist as they posed together at the charity gala in the South of France.

The outing comes after Victoria revealed earlier this year that she doesn't agree with wearing masks to prevent the spread of coronavirus.

'I'm not going to lie, I never wear one,' she told The Daily Mail, adding that she 'storms out' of any shops that ask her to put one on.

Even so, she went into business supplying PPE at the start of the pandemic but insisted that she isn't a hypocrite.



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Sharjah's Sohan Roy wins Cannes award

Sharjah-based Sohan Roy has been presented with the Better World Fund's Unity Award at a ceremony held on the sidelines of the Cannes Film Festival in Paris. The Indian businessman and filmmaker was honoured for his work on environment protection and mining.

"It is an honour to get this award at Cannes. I feel so proud that I am the only Indian filmmaker here officially this year. I receive this award on the behalf of the entire film industry," Roy said after the award ceremony.

Better World Fund, which aims to raise awareness on the environment, biodiversity and women's rights and education, was part of the Cannes Film Festival to highlight two causes: mining and empowering children. Better World Fund honoured Roy along with film directors Barry Alexander Brown and Spike Lee.

Roy was recognised for Black Sand, a documentary on environmental degradation and unscientific mining in his home state of Kerala. He also produced Mmmmm (Sound of Pain), which was

eligible for the Oscars this year. The movie featured former Indian football star I.M. Vijayan. Earlier, the filmmaker directed Dam 999 about the controversial Mullaperiyar dam issue – an old dispute between southern states of Kerala and Tamil Nadu. The film was shortlisted for Best Picture at the 84th Academy Awards.

Roy has also marked the beginning of 'Project Indywood', a \$10 billion venture with the idea to bring the fragmented Indian film industry in various categories, under the single brand 'Indywood' and make it the most valuable entertainment industry on a global scale.

Apart from the film world, Roy is also the chairman and CEO of Sharjah-based Aries Group. He has launched many initiatives to support women and family members including abolishing wedding dowries for employees, providing salaries to unemployed housewives, pensions for the parents of employees who have completed three years of service with the company, and students of the staff are also provided with education scholarships every year among many other schemes.



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Successful 5th edition of the Better World Fund took place in Cannes on Monday July 12th.



This endowment fund created for women's rights, education, children and the preservation of the oceans takes advantage of major international festivals to ensure that cinematographic art is used in the service of great social and humanitarian causes.

A mastermind on the theme of Ethical Gold was held in the morning in the auditorium of the Eden Hotel, with Ghana as the country of honor, in the presence of Minister Dr. Okyere Darko-Mensah. This mastermind benefited from the institutional support of the United Nations, the OECD, Cerem de Monaco and the Green Cross.

In the evening, a Gala dinner took place on the 3.14 Beach. The benefits will be donated to the Lebanese René Moawad Foundation, which was represented by Michel Moawad.

This Foundation supports the children of Lebanon by offering them education, school materials, meals and medical follow-up.

The ceremony hosted by Manuel Collas de La Roche, president and founder of the Better World Fund, with actress and activist Kiera Chaplin, opened with a special guest, Marcelo Viera, new Real Madrid captain, who offered a signed ball as well as a shirt and shoes which will be auctioned for the René Moawad Foundation.

An ethical fashion show by Eileen Akbaraly, founder of the eco-responsible brand Made for a woman, and Pietro Paradiso was then presented. This Madagascan brand proposes pieces created by women for women, with the main objective of improving their lives and allowing them to flourish.

During the dinner, seven "Union-Life International awards" were offered to personalities whose works or actions had a social impact and a solidarity impact in 2020:



Kiera Chaplin, Barry Alexander Brown, and his trophy, Manuel Collas de La Roche



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La créatrice malgache Eileen Akbaraly distinguée à Cannes



Première place médiatique du monde grâce à son célèbre festival de cinéma, plateforme d'influence tous azimuts, Cannes (France) vient d'accueillir la 5e édition du Better World Fund. A la tribune, Eileen Akbaraly, la fondatrice de Made For A Woman (www.MadeForAWoman.shop), a réaffirmé son engagement d'entrepreneuse et de créatrice en faveur d'un projet innovant, respectueux de la nature et profondément humain. Elle a reçu le prix de l'engagement Unity-BWF.

A quelques encâblures du « palais d'été » de Spike Lee, président splendide de ce qui est, en cette mi-juillet, le plus grand carrefour de célébrités de la planète, la conscience des lendemains s'est invitée au forum des mondes nouveaux. Pour la jeune marque malgache d'artisanat de luxe à base de raphia, ce fut l'occasion d'afficher haut et fort ses valeurs et ses ambitions.

Conviée à prendre la parole dans le cadre de l'atelier de prospective Mastermind, en ouverture de cette journée proposée par le fonds français de dotation Better World, Eileen Akbaraly a interpellé le public à propos de la mission moderne des entreprises. « Les clients réclament de la transparence sur l'origine des matières, des produits qui ont un sens, une identité enchâssée dans un territoire. L'acte d'achat est aligné sur un certain rapport au monde, qui valorise le geste humain et témoigne d'un équilibre naturel .»

Une évolution majeure pour tous les acteurs de l'économie et de la création, du sud comme du nord, confirmée par d'autres panélistes, à l'image du conseiller de l'OCDE Louis Maréchal, du président

de la Fondation René Moawad, le Libanais Michel Moawad, du géopoliticien Mikaa Mered, du politicien ghanéen Kwabena Okyere Darko-Mensah ou encore de l'avocat international Stéphane Brabant.

Dans la soirée, plusieurs centaines d'hôtes de prestige ont pu apprécier lors d'un défilé la beauté immanente des pièces uniques de Made For A Woman, façonnées dans les ateliers de la marque à Madagascar. Sacs, tuniques et chapeaux, produits à la main dans la tradition du patrimoine vivant de la Grande île, colorés sans métaux lourds ni produits chimiques dangereux, ont offert le témoignage d'une volonté de magnifier ce lien insécable entre la nature, les femmes et les hommes qui la reçoivent en héritage et cette part hasardeuse, audacieuse, d'intelligence du geste. Traçabilité illustrée par le film « Le voyage du raphia » de Geoffrey Gaspard, produit par Eileen Akbaraly, présenté aux invités sur la Croisette.

En clôture de l'événement, Eileen Akbaraly a reçu le prix de l'engagement Unity-BWF décerné par le collectif pour la paix et le vivre-ensemble Union-Life International.

Créé par Manuel Collas de La Roche comme un forum propice au plaidoyer en faveur de la paix, de la solidarité et de l'humanisme, le BWF a tenu sa 5e édition dans le cadre prestigieux du 74e Festival de Cannes. Il a honoré au fil des années des personnalités de rang international, au rang desquelles Jean-Michel Cousteau, Mary J. Blige, Denis Mukwege, Forest Whitaker ou S.A.S le prince Albert.



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Barry Alexander Brown

Le photoblog
de Renaud
Monfourny

Festival de Cannes. Monteur et grand ami de Spike Lee depuis *Do the right thing*, Barry Alexander Brown est honoré aujourd'hui au cours du gala Better World Fund. Il a par ailleurs réalisé un film qui sortira en décembre en France, *Un fils du sud*



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Festival de Cannes : la créatrice malgache Eileen Akbaraly distinguée



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[SEE THE ARTICLE](#)



Alice Kanterian au Festival de Cannes : Remise du Prix « Movie that matters »

On July 12, 2021, during the Cannes Film Festival, forthcoming music documentary *The Sound of Us* will proudly accept the Movie that Matters Award. Presented as part of the Better World Fund Gala, and granted by filmfestivals.com on a very select number of occasions over the past decade, the prestigious honor embodies the urgency, inspiration and change-making impact captured throughout *The Sound of Us*. During this divided and critical point in history, from COVID-19 to civil unrest, crippling unemployment to countless personal hardships, *The Sound of Us* illustrates how music remains one of humanity's final unifying forces, giving voice to hope and courage, allowing the greatest avenue to grief and honesty, and providing a universal language for the most difficult conversations.

Watch a brand new trailer for *The Sound of Us*, including appearances by Avery*Sunshine, Ben Folds, Bettye LaVette, Francesco Lotoro, Grace Kelly, Mercy Bell, Patti Smith, Preservation Hall Jazz Band, Sarah McLachlan, Sekou Andrews and many others: <https://youtu.be/aqWJyq7aodg>

Read more at Rolling Stone, including an interview with *The Sound of Us* director, 12x Emmy-winner and Grammy-nominated record producer Chris Gero.

After receiving the Movie that Matters Award at the Better World Fund Gala, which will also honor Barry Alexander Brown and Spike Lee, *The Sound of Us* will host a premiere screening on July 13th, at 13:45pm in Cannes Film Festival's Palais H. Cannes attendees can also access *The Sound of Us* via the Cinando platform.

Shot over the course of two months, across five countries during the height of COVID-19, *The Sound of Us* unfolds as a series of breathtaking vignettes, spellbinding performances and revelatory interviews that demonstrate music's power not only to heal the painful moments of the present, but to preserve history and inspire the future. Guided by a seemingly impossible question – «What is music, what is music to you?» – every person, song and scene of the film help to prove a profound truth: through music we are never alone. Music defines the inexplicable, it gives us life and, most importantly, it gives us each other. Director Chris Gero says: «Music opens a window to the world of my most vulnerable self, truly a doorway into the soul. The notes don't take into account division, hatred, race, hurt, anger. They transcend, bind together, and somehow find ways to celebrate what so often divides us. It is through this unique language that we can communicate across barriers, across time, between souls. Music brings experiences to another place and another level, beyond this physical world. Music ultimately shows us we are human – empathetic, genuinely kind, and together.»

In addition to Ben Folds, Butch Walker, Dan Tepfer, Eric Whitacre, Hiromi, Jason Mraz, Pasek & Paul, Patti Smith, PJ Morton, Will Wells and dozens more musicians, *The Sound of Us* includes Project: Music Heals Us playing private concerts for hospital patients and offering Rikers Island inmates new outlets to express their emotions. The film finds a Holocaust

survivor whose 70-year career persisted with the help of one particular melody, a group of underserved children finding new types of families in music education, venues grappling with pandemic-spurred shutdowns, the history of jazz evolving in New Orleans, and composers creating space for conversation in the wake of injustices against George Floyd and too many others.

The Sound of Us features original compositions by Chris Gero, as well new renditions of songs by many the aforementioned artists, plus stunning reinterpretations of Billie Holiday's «Strange Fruit» from Avery*Sunshine, Charlie Chaplin's «Smile» from Sarah McLachlan, and a spoken-word performance from trailblazing National Poetry Slam champion Sekou Andrews, which will ensure viewers never hear «Amazing Grace» the same way again.

Learn more and stay updated on festival appearances, future showings and release dates at *The Sound of Us* site: <https://thesoundofus.com>

About Chris Gero

Chris Gero is a 12-time Emmy Award winner and Grammy Award-nominated record producer, well-known for his visionary style in the music industry. An accomplished composer and director, *The Sound of Us* is Gero's second documentary feature film. Gero previously directed the 2014 award-winning feature length documentary, *Nathan East: For the Record*. Prior to his documentary directorial debut, Gero produced and directed Elton John's full length concert film *The Million Dollar Piano*, which screened worldwide. As founder of Yamaha Entertainment Group and Chief Artist Relations Executive for Yamaha Artist Relations Group, Gero oversees the management and branding of Yamaha's global roster, having signed more than 5,000 artists to date. Also known for his large-scale concert productions, Gero has produced live concert events for some of the biggest names in the music industry, including Ray Charles, Stevie Wonder, Elton John, Tony Bennett, Michael McDonald, Norah Jones, Sheryl Crow and John Legend. Gero resides outside of Franklin, Tennessee with his wife and four children.

About Movie that Matters

The Movie that Matters Award was created in 2016 by Bruno Chatelin, inspired by his days running Sony in France, when the Chairman of the company, David Puttnam, tagged the Studio's mission as «Making Movies that Matter.» Since its creation, the award has only been handed (during Cannes) to a very small number of films. All films awarded have held significant meaning, bringing strong and positive messages and showing the brighter side of the human soul. They are films which inspire, call for action and change, and make an impact. The award is a prestigious and rare honor handed by filmfestivals.com to selected filmmakers with a strong message, during the Better World Fund's Gala. Previous recipients of the Movie that Matters Award include Bilal, Iqbal, Junod, Pope Francis: A Man of His Word, Release from Heaven and Yellow Submarine.

SEE THE ARTICLE



07.06.2021

VARIETY • 3

EXCLUSIVE

All Rights Draws on Toon 'Agavia'

• By Patrick Frater

Hong Kong- and Paris-based sales agent All Rights Entertainment has picked up representation of upcoming animated film "Agavia and the Forgotten Kingdom," depicting Mexican mythology, tradition and heritage.

The film is being produced by Guadalajara-based Metacube Entertainment, which previously produced "Salma's Big Wish" (aka "Día de Muertos"). It is now in pre-production with delivery anticipated for 2023.

The picture reunites "Salma's Big Wish" team of writer Pancho Rodriguez, producer Estefani Gaona and director Carlos Gutierrez. Also attached to the project are Simon Vladimir Varela, production designer, and art directors Ricardo Nino and Mario Ruiz.

Based on an idea by Gaona and Gutierrez, the story will follow Valen, a young, brave Maguey with a hidden talent who is recruited by the Queen of Agavia to embark on a journey through fantastic kingdoms to obtain the ingredients for a potion to fight a dark force and restore peace to the kingdom of Agavia. 🍿

EXCLUSIVE

Brown, Lee Honored at Cannes

• By Patrick Frater

Barry Alexander Brown, the filmmaker and editor long known for his association with Spike Lee, is to receive two lifetime achievement honors this year during the Cannes Film Festival.

Lee is present in Cannes as president of the competition jury.

The AFI World Peace Initiative and the Better World Forum will honor Brown and Lee as iconic pioneers for their body of work promoting inclusion, diversity and social justice, and laud Brown for race-relations drama "Son of the South," which was released this year.

The prizes to Lee and Brown will be presented at the Better World Fund Gala on July 12 in Cannes. They will be handed over by Better World Forum founder and president Manuel Collas de Laroche and Forum ambassador Princess Angélique A. Monet.

Brown will additionally receive the Embrace Award at the AFI World Peace Initiative — World Peace and Tolerance awards ceremony the following day, July 13.

"To see [my] work recognized and to receive this from an organization that is dedicated to such good work as the U.N.-affiliated AFI World Peace Initiative is, for me personally, very meaningful," Brown said. He edited classic Lee films including "Do the Right Thing," "Malcolm X," "Crooklyn," "He Got Game," "25th Hour" and "Inside Man." He was nominated for an Academy Award for his first film as director, doc "The War at Home" (1979).

Lee's "BlacKkKlansman" premiered in Cannes in 2018 and received the Grand Jury Prize. It later earned five Oscar nominations including best picture and editing and won for adapted screenplay.

The Better World Endowment Fund comprises a team of experts, influencers and activists from business, academia, media, and entertainment. At Cannes, its objective is to set out specific actions, platforms, initiatives for women's rights and to campaign for climate adaptation, sustainable energies and the blue economy. 🍿

EXCLUSIVE

AGC Studios Unveils Thriller 'Consecration'

• By Manori Ravindran

"Moonfall" co-producer and sales agent AGC Studios is launching the Christopher Smith-directed supernatural thriller "Consecration."

Stuart Ford's independent studio will fully finance and co-produce the pic alongside BigScope Films and Moonriver Content. The movie turns on events following the suspicious death of a priest, whose sister goes to the Mount Saviour Convent in Scotland to find out what really happened to her brother.

Smith will co-write the project alongside Laurie Cook. Producers include Xavier Marchand of Moonriver Content and Jason Newmark and Cook of BigScope Films. Ford will be executive producing along with AGC's Linda McDonough and Miguel Palos and BigScope's Ed Fraiman and Adam Nagel.

Shooting will begin later this summer in London and Scotland, and casting is active.

"I'm a longtime admirer of Chris as one of the most sophisticated genre filmmakers around and everyone at AGC is excited at the prospect of at last working together along with Xavier, Jason and Laurie," Ford said.

Smith said: "This film is an opportunity to take the audience on a thrilling journey into the dark unknown, and I want to really push that to the limit both in terms of scares and the psychology of the main characters. I've learnt so much about making genre films over the years, and I want 'Consecration' to be the scariest yet."

AGC Intl., the international sales and distribution arm of AGC Studios, is handling worldwide sales. The deal was negotiated by AGC's senior VP of legal and business affairs Anant Tamirisa on behalf of AGC. 🍿

ICELANDIC HORROR

First Look at 'Lamb'



A24 has taken all North American rights to "Lamb," which will premiere in Cannes' Un Certain Regard sidebar. Hilmiir Snær Guðnason and Noomi Rapace star in the film, which New Europe Film Sales is selling.



THE NIGHT GIVE ME



Dr. Okyere
Darko-Mensah.



Une belle soirée
caritative au 3.14 la Plage.

SUR LA PLAGE DU 3.14



Kiera Chaplin, Clarice Alves,
Michel Moawad, Manuel Collas
de La Roche, Marcelo Vieira.



Jimmy
Jean-Louis.

5^E ÉDITION DU BETTER WORLD FUND

Fonds de dotation créé pour le droit des femmes, l'éducation, l'enfance et la sauvegarde des océans, Better World Fund profite des grands festivals internationaux pour « mettre l'art cinématographique au service de grandes causes sociales wet humanitaires ». Lundi dernier, un dîner de gala s'est tenu sur la Plage du 3.14. La soirée, présentée par Manuel Collas de La Roche (président fondateur du Better World Fund) et la comédienne et activiste du droit des femmes et des enfants Kiera Chaplin, s'est ouverte en présence du footballeur Marcelo Vieira. La star du Real a offert un ballon signé ainsi qu'un maillot et des crampons qui seront mis aux enchères au profit de la Fondation René Moawad. Elle s'est poursuivie avec un défilé de mode éthique, proposé par Eileen Akbaraly fondatrice de la marque écoresponsable Made for a Woman. ♦ A. M.



Frédérique
Bel.



Clarice Alves
et Marcelo Vieira.



Déborah
François.



الذهب الأخلاقي/ Ethical Gold/ Better World Fund

التي تتمثل مهمتها في وضع فن السينما لصالح ، Better World Fund بمناسبة الدورة 74 لمهرجان كان السينمائي ، نظمت مؤسسة وبدلاً من ضيف الشرف وزير Planet Gold. الأعمال الإنسانية ، عقل مدبر في موضوع أخلاقيات الذهب بدعم من برنامج الأمم المتحدة .غانا الدكتور أوكيري داركو مينساه الذي تم تسليط الضوء على بلاده لمشاركتها في الذهب الأخلاقي



At the occasion of the 74th Edition of the Cannes Film Festival, Better World Fund, whose vocation is to put the art of cinema for the benefit of humanitarian works, organized a mastermind on the subject of ethical gold supported by the program of the United Nations Planet Gold and with as guest of honor the Minister of Ghana Dr Okyere Darko-Mensah whose country has been highlighted for its involvement in ethical gold.

SEE THE ARTICLE





Karine-Partouche-and-Eileen-Akbaraly copyright Stéphane Gendre

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.

In 2019 his 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 her women, they create unique and exclusive products giving value to the women artisans of his beloved homeland, Madagascar.

During the Better World Fund she receive the awards of the Best commitment for his work and his engagement.

<https://www.betterworld.fund/>

SEE THE ARTICLE





For The 5th Edition At The Cannes Film Festival, Better World Fund Rewarded Several Contributors/ في نسخته الخامسة في مهرجان كان السينمائي ، كافأ صندوق عالم أفضل العديد من المساهمين



العديد من المساهمين الذين يتناضلون من أجل Better World Fund كافأت ، Festival de Cannes في نسخته الخامسة في حقوق المرأة ، من أجل حماية كوكبنا والحفاظ عليه وحماية الأطفال. خلال العشاء ، تمكن الكثيرون من تسليط الضوء على عملهم أو نجم كرة القدم الشهير في ريال مدريد ، والذي كان حاضراً Marcelo Vieira معركتهم أو مساهمتهم في هذه القضايا ، على سبيل المثال. في أمسية الحفل والذي قُدم الأشرطة والقميص والقميص الكرة الموقعة.

7 Union-Life International awards خلال الحفل

جائزة أفضل التزام لـ

Eileen Akbaraly, fashion designer « Made for a woman » et Dr Sohan Roy, Aries Group et Dr Aziz Mustapha, represented by Joelle Aziz and Lamia Lamou

جوائز فيلم مهم إلى

the Sound of Us, documentary by Chris Gero and ENOUGH ! Lebanon's darkest hour, documentary by Daizy Gedeon

جائزة الإنجاز مدى الحياة إلى

Barry Alexander Brown, director and editor

جوائز أفضل إنجاز في التصوير السينمائي إلى

Nabil Ayouch, editor

SEE THE ARTICLE



Better World Fund: Tribute To Barry Alexander Brown/ Barry Alexander Brown ل تحية



M Barry خلال مهرجان كان السينمائي لعام 2021 ، حصل السيد Better World Fund بمناسبة حفل العشاء الذي أقامته مؤسسة على جائزة تقديرية لمسيرته المهنية كمحرر ومخرج أفلام ساهم في تطوير السينما الأمريكية ، ولا سيما بفضل تعاونه Alexander Brown M Manuel Collas de La Roche تم تقديم جائزة له من قبل مؤسس ورئيس صندوق عالم أفضل. M Spike Lee مع رئيس الاحتفالات في مهرجان



Barry Alexander Brown, copyright Stéphane Gendre



Kiera Chaplin, Barry Alexander Brown, Manuel Collas de la Roche, copyright Stéphane Gendre



Barry Alexander Brown, copyright Stéphane Gendre

At the occasion of the Better World Fund gala dinner during the Cannes Film Festival 2021, Mr. Barry Alexander Brown was entitled to a tribute for his career as an editor and film director who has contributed to the development of American Cinema, in particular thanks to his collaboration with the master of ceremonies of the M Spike Lee Festival. An award was delivered to him by the founder and president of Better World Fund M Manuel Collas de La Roche

SEE THE ARTICLE



Better World Fund Support The Children Of Lebanon/ دعم اطفال لبنان Better World Fund

عام 2000 مركز لخدمات التعليم والحماية لفئات السكان المحرومة. تم إنشاء المؤسسة من خلال الوضع René Moawad تأسست مؤسسة الذي يواجه الأطفال والمراهقون حماية كبيرة المخاوف والمخاطر. خلال مهرجان كان مهرجان الأفلام في 12 تموز (يوليو) 2021 يدعم أطفال لبنان وسنقدم الدعم المالي لبرنامج مدرسي في لبنان Better World Endowment صندوق



René Moawad Foundation established in 2000 a center for Education and Protection Services for underserved cohorts of population.

The foundation has been created by the situation children and adolescents face huge protection concerns and risks.

During The Cannes

Film Festival on the July 12th, 2021 Better World Endowment Fund support the children of Lebanon and we will financially support a school program in Lebanon.

<https://www.betterworld.fund/>

SEE THE ARTICLE





74ème Edition Du Festival De Cannes Et 5ème Édition Better World Fund Cannes

👤 BackstageNiceMetropole 🕒 13 Jul 2021 📄 A La Une, ASSOCIATIONS PACA - MONACO, Festival De Cannes 💬 Laisser Un Commentaire 👁 240 Vus

A l'occasion de la 74ème Edition du Festival de Cannes, Better World Fund, dont la vocation est de mettre l'art du cinéma au profit d'œuvres humanitaires, a organisé un mastermind au sujet de l'or éthique soutenu par le programme des Nations Unies Planet Gold et avec comme invité d'honneur le Ministre du Ghana Dr Okyere Darko-Mensah dont le pays a été mis en avant de part son implication de l'or éthique.

Durant son gala le Better World Fund a rendu hommage à M Barry Alexander Brown pour sa carrière de monteur et réalisateur de cinéma ayant contribué à faire évoluer le cinéma américain notamment grâce à sa collaboration avec le maître de cérémonie du Festival M Spike Lee. Un prix lui a été remis par le fondateur et président de Better World Fund, M Manuel Collas de La Roche.



[SEE THE ARTICLE](#)





Better World Fund Récompenses

BackstageNiceMetropole · 13 Jul 2021 · A La Une, ASSOCIATIONS PACA - MONACO, Festival De Cannes · Laisser Un Commentaire · 151 Vus

Pour sa 5ème édition au Festival de Cannes, Better World Fund a récompensé plusieurs contributeurs se battant pour le droit des femmes, pour la sauvegarde et la conservation de notre planète et pour la protection de l'enfance. Durant le gala, nombreux ont pu mettre en avant leur travail, leur combat ou leur contribution à ces causes par exemple Marcelo Vieira célèbre star du foot du Real de Madrid, présent à la soirée de gala et qui a offert des crampons, un maillot et un ballon signé.

7 « Union-Life International awards » ont été remis durant la cérémonie:

Best commitment awards to: Eileen Akbaraly, fashion designer « Made for a woman » et Dr Sohan Roy, Aries Group et Dr Aziz Mustapha, represented by Joelle Aziz et Lamia Lamou

Movie that Matters awards to: the Sound of Us, documentary by Chris Gero and ENOUGH ! Lebanon's darkest hour, documentary by Daizy Gedeon

Lifetime Achievement Award to: Barry Alexander Brown, director and editor

Best Achievement in Cinematography awards to: Nabil Ayouch, editor



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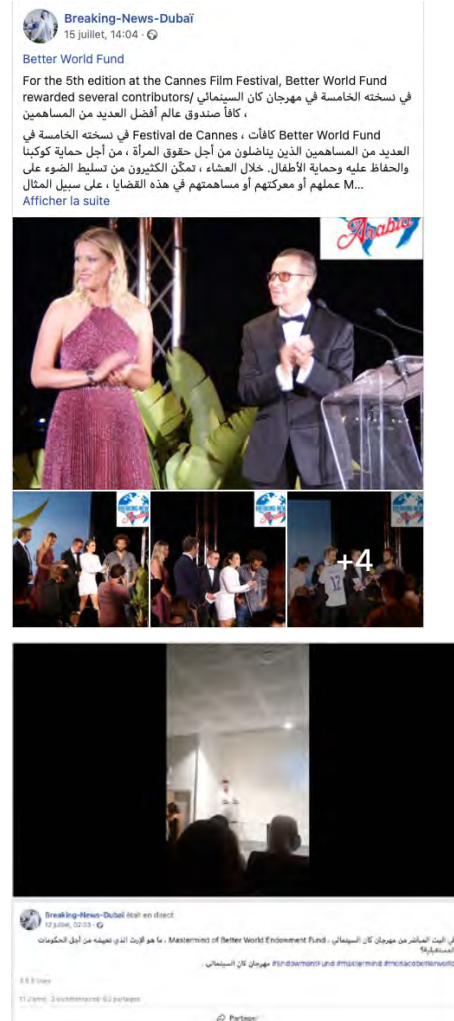
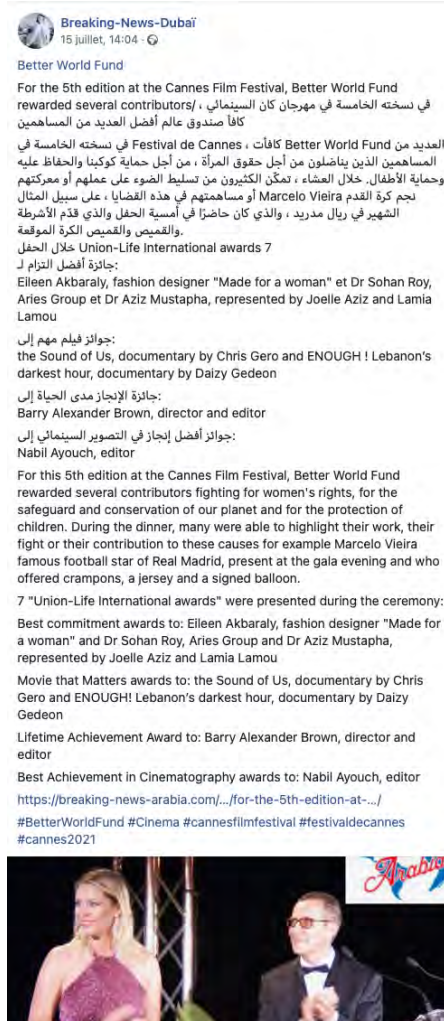


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Social Network presence Breaking News Arabia



Coverage of the Cannes Festival 2021 - the seventh message



Interview with Michel Moawad for the BWF event, Timecode : 39min29s

تغطية لمهرجان كان 2021 - الرسالة السابعة



نشرت في: 15/07/2021 - 15:31

بودكاست 53:00 سمعي



للخرجة اللبنانية دارينا الجندي © مونت كارلو الدولية

إعداد: ميشا خليل 54 دقائق

في تغطية خاصة للدورة 74 من مهرجان كان السينمائي الدولي، ترافقكم ميشا خليل عبر رسائل يومية من على السجادة الحمراء.



في رسالة اليوم نستضيف للخرجة والممثلة اللبنانية دارينا الجندي، في حديث عن آخر نشاطاتها الفنية وسبب تواجدها في مهرجان كان.

كما نحاور الخرج المصري عمر الزهيري الذي فاز أمس بجائزة فعالية "أسبوع النقاد"، عن فيلمه "ريش".

ونتهي مع ميشال معوض الرئيس التنفيذي لمؤسسة "رينيه معوض" اللبنانية، الذي يزور مدينة كان لجمع التبرعات لأطفال لبنان.

مراسي تغطية لمهرجان كان 2021 - الرسالة السابعة

00:16

53:00

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A Better World Fund Cannes P1



Partager



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Le dîner de Gala du Better World Fund a illuminé le Festival de Cannes

Stars Media

Frédérique Bel après l'interview passionnante du fondateur de Better World Fund, Manuel Collas de La Roche, nous avons eu la chance de participer au dîner de gala du fonds de dotation, qui s'est déroulé sur la jolie plage du 3.14, le 12 juillet dernier. Avec au menu de cet événement – outre des plats délicieux préparés par le chef de la plage – la culture et l'écologie, qui ont été mises à l'honneur tout au long de la soirée.

Notons que les bénéfices engendrés à la suite du dîner ont été entièrement reversés à la fondation René Moawad qui oeuvre pour les enfants du Liban. La soirée a débuté par un discours engagé de Manuel, accompagné pour l'occasion de la comédienne et activiste des droits des femmes Kiera Chaplin, mais également de Marcelo Vieira, nouveau capitaine du Real Madrid, qui a offert un maillot signé et ses crampons pour la mise aux enchères.

La soirée s'est poursuivie avec un défilé de mode éthique signé Eileen Akbaraly, créatrice de la marque écoresponsable Made for a woman, et Pietro Paradiso. Toujours au cours du dîner a eu lieu une remise de sept prix à des personnalités dont les œuvres et les actions ont eu une portée sociale et solidaire en 2020.

Parmi les célébrités présentes ce soir-là, notons le réalisateur et monteur de Spike Lee, Barry Alexander Brown, le réalisateur marocain du superbe film Much Loved qui a révélé la star franco-marocaine Loubna Abidar, Nabil Ayouch, mais également les célèbres comédiennes françaises Déborah François, Éloïse Valli et Frédérique Bel. Notons que le comédien Jimmy Jean-Louis a lui aussi répondu à l'appel, tout comme l'excellent acteur Antoine Coesens.

Enfin, le producteur de cinéma Michel Zgarka et son égérie, la ravissante Ysé Brisson, étaient aussi présents parmi les convives.

Nous ne citerons pas toutes les célébrités qui ont participé à cette soirée, elles étaient bien trop nombreuses. Nous concluons seulement en félicitant Manuel Collas de La Roche pour cet événement somptueux qui a honoré le 74^e Festival de Cannes tout en le gratifiant de cet indispensable engagement pour la sauvegarde la planète. Le cinéma et l'événementiel au service de l'écologie, le Better World Fund a comme toujours bien œuvré.



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La Mayennaise Fanny Allemand a présenté son association au festival de Cannes

L'association mayennaise Bohème action veut construire des foyers d'accueil féériques en France et au Vietnam. Un projet présenté le 12 juillet dans le cadre du festival de Cannes.

La Mayennaise Fanny Allemand rentre tout juste de Cannes, des étoiles encore plein les yeux.

Lundi 12 juillet 2021, la jeune femme était invitée par la fondation Better World Fund à un gala de charité organisé dans le cadre festival de Cannes. Elle est montée sur scène pour présenter son association Bohème action, et plus précisément le projet Les enfants de la Terre afin de récolter des dons.

« Dès que j'ai lancé le projet en octobre 2020, Manuel Collas De La Roche, le président de la fondation, m'a contactée pour nous aider », raconte Fanny Allemand.

« Créer des villages enchantés »

L'ambition de Bohème action est de construire ou d'aménager des foyers d'accueil pour adolescents en France et au Vietnam. Des foyers qui n'ont rien d'ordinaire. « Nous voulons créer des villages enchantés grandeur nature, comme une échappatoire au quotidien difficile de ces enfants », explique Fanny Allemand.

Autour des foyers, des dizaines de petites chaumières seront construites par des artisans locaux et les jeunes eux-mêmes. « Nous souhaitons que les jeunes se forment aux côtés des artisans pour les sensibiliser à l'art, à l'artisanat mais aussi au respect de l'environnement. Nous espérons que ce projet les aidera à se reconstruire. »

Projet d'implantation du premier village en Bretagne

Le prototype de la chaumière inspirée de Blanche Neige, réalisé par Alain, un ami artiste de Fanny, est désormais terminé. « Nous avons reçu beaucoup de soutien localement pour la réalisation de cette première phase du projet, se réjouit Fanny. Nous avons une piste pour l'implantation du premier foyer d'accueil dans un château en Bretagne en fin d'année. Au Vietnam aussi, le projet se dessine pour 2022. »

Un projet soutenu par l'Unesco. « Honnêtement, je pensais que ça mettrait dix ans à se concrétiser ! Je suis toujours très émue de voir l'envie, l'espoir que ça suscite », sourit Fanny.

Cet article vous a été utile ? Sachez que vous pouvez suivre Le Courrier de la Mayenne dans l'espace Mon Actu . En un clic, après inscription, vous y retrouverez toute l'actualité de vos villes et marques favorites.



Made for a Woman by Eileen Akbaraly

Press Book



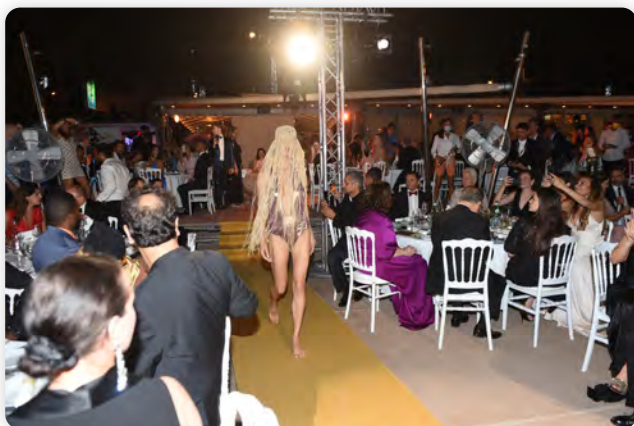
Click here to see the press book of
« Made for a Woman » By Eileen Akbaraly

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FASION SHOW

by Eileen Akbaraly & Pietro Paradiso
Representing « Made For a Woman »



The French NGO UNION-LIFE INTERNATIONAL
Founded by M. Wilfrid GRENIER
Partner of the BWF with the "UNITY Awards®"

U N I T Y.

UNITY Is an artistic, symbolic and solidarity-based work representing the benevolent union of two human beings without discrimination of origin, gender or religion, with light at the center, a source of awareness, knowledge and wisdom; on the sides, the imprint of two hearts conveys a message of universal love... The «UNITY AWARDS® FOR BWF» reward personalities whose achievements have had a social and solidarity impact in 2021 or in their career.



From left to right: Kiera CHAPLIN, Manuel COLLAS DE LA ROCHE, UNITY®, Wilfrid GRENIER, Karine Andréa ELKOBBI (UY co-author)



From left to right: Judy BEECHER (Actress / ULI New-York Ambassador), Gabriel IGLESIAS (ULI President), Sanaa MEZGUY (Actress-Singer / ULI Morocco & Middle East Ambassador)



The Union Life International Peace Award
for the Better World Fund Cannes Film Festival

BETTER WORLD FUND IS REALLY PROUD TO BE AWARDING:

Eileen Akbaraly



EILEEN AKBARALY
Best commitment

Barry Alexander Brown



BARRY ALEXANDER
BROWN & SPIKE LEE
Best Achievement in "Cinema
Collaborations," for "Creating a
Better World"

Dr. Okyere Darko-Mensah



DR. OKYERE DARKO-MENSAH
Best commitment

Nabil Ayouch



NABIL AYOUC
Best Achievement in
Cinematography

Dr. Sohan Roy S.K



DR. SOHAN ROY S.K
Best commitment

Dr. Mustapha Aziz



Joëlle Aziz & Lamia Aamou for
DR. MUSTAPHA AZIZ
Best commitment



PHOTO

During the Gala Dinner



Michel Moawad & Marcelo Vieira



Ylias Akbaraly, Cinzia Catalfamo, Yara Catalfamo, and her brothers



Eileen Akbaraly & Pietro Paradiso



Responsible Jewelry Council team



Nicecactus team



Squair Team



Jon Gosier



Kiera Chaplin & Eileen Akbaraly



PHOTO

During the Gala Dinner



DR. Sohan Roy et Manuel Collas de La Roche



Jimmy Jean-Louis



Frédérique Bel



Deborah François



Wilfrid Grenier & Karine Elkobbi



Manuel Collas de La Roche, Daisy Gedeon,
Bruno Chatelin



PHOTO

During the Mastermind



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PHOTO

During the Lunch



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VIDEO

BARRY ALEXANDER BROWN RECOIT LE LIFETIME ACHIEVEMENT AWARD PAR LE BETTER WORLD FUND A CANNES



SEE THE VIDEO

OFFICIAL FILM CANNES 2021



SEE THE VIDEO



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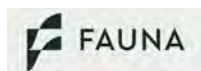
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