



BETTER WORLD  
Fund

# The Better World Fund will attend the Official program at the Dubai Expo 2020

*On March 25<sup>th</sup> & 26<sup>th</sup> 2022*

**On the occasion of the United Nations Oceans Fortnight**





## Manuel Collas De La Roche

President and Founder of The Better World Endowment Fund

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

In December 2021, on the occasion of the Dubai Expo, we brought awareness about persons with disabilities and the work many do on this issue, including the global philanthropic organization Dubai Cares.

Last July, during the Cannes Film Festival, we focused on Ethical Gold supporting the United Nations and the Global Environment Facility's planet GOLD programme.

In March 2022, again at the Dubai Expo and within the context of the United Nations Oceans Fortnight, we will focus on the protection of our oceans and the blue economy.

From images to action, the Better World Fund aspires to be more than a single event. We stand as a movement shedding light upon concrete actions that impact people all over the world. We work to bring focus on the main humanitarian issues of our time. Through our cultural commitment, especially

cinematographic, and our support for impact projects, our objective is to educate and take action to reduce inequalities, improve the well-being of all, and protect our planet and our ecosystems.

The Better World Fund aims to be the voice and images of tomorrow's world through conferences, films, documentaries and shows to promote and support all those committed globally to change and the future.

We believe in the power of movies as a force for spreading messages and inspiring meaningful action.

Bridging culture and nature, art and science, challenges and opportunities, we invite you to join us.

Because we need to highlight the good, we need to inspire, we need to share ideas and stories, and we need to act.

Because a better world will not be possible without individual and collective awareness , and all of us acting together.

# 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, Toronto, Monaco, Cairo, New York, Saudi Arabia 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, a networking lunch, a film screening, cocktails and a gala dinner with shows, and awards to recognize the positive impact of leaders, artists and businesses, including innovative start-ups.



## On March 25<sup>th</sup> & 26<sup>th</sup>

*The Better World Fund is proud to be part of the France Pavilion at Expo 2020 Dubai. We are pleased to collaborate to support the United Nations Sustainability Development Goals.*

We invite you to a series of high-level events to mark the the Oceans fortnight at the Pavilion of France.

Throughout both days, our focus will be on the protection of life under sea, oceans and the blue economy.

We will organize a Mastermind and Academia for Better World innovation conferences, networking events and a film screening. Together with the Middle East Fashion Council, we will host a prestigious gala dinner featuring an exceptional artistic program and awards ceremony.

In Partnership with



BETTER WORLD  
Fund

# The Better World Fund will financially support the SeaCleaners

Acting for the long-term conservation of the oceans and the reduction of marine plastic pollution.

Created in 2016 by Franco-Swiss skipper Yvan Bourgnon, the SeaCleaners non-for-profit organization develops actions both at sea and on land. Member Observer of the UN Environment Agency, and supported by the Prince Albert II of Monaco Foundation, it has four objectives:

- Collecting floating plastic waste in high concentration areas before it sinks or breaks down into microplastics.
- Contributing to scientific knowledge through research and open data sharing.
- Alleviating the problem at its source through education and public awareness initiatives, and carrying out waste collection operations with teams of volunteers.
- Supporting the transition to a circular economy by developing and demonstrating innovative and ecofriendly technological solutions.

The SeaCleaners' iconic project is the MANTA, a pioneering solution for the collection and recovery of floating plastic macro-waste. The MANTA is an innovative ship equipped with an onboard plant which will be launched in 2024.

**Through the funds raised during the Better World event, the SeaCleaners will carry out awareness raising with children and teenagers in the United Arab Emirates, through interventions in schools, the setting up of green challenges, and training.**

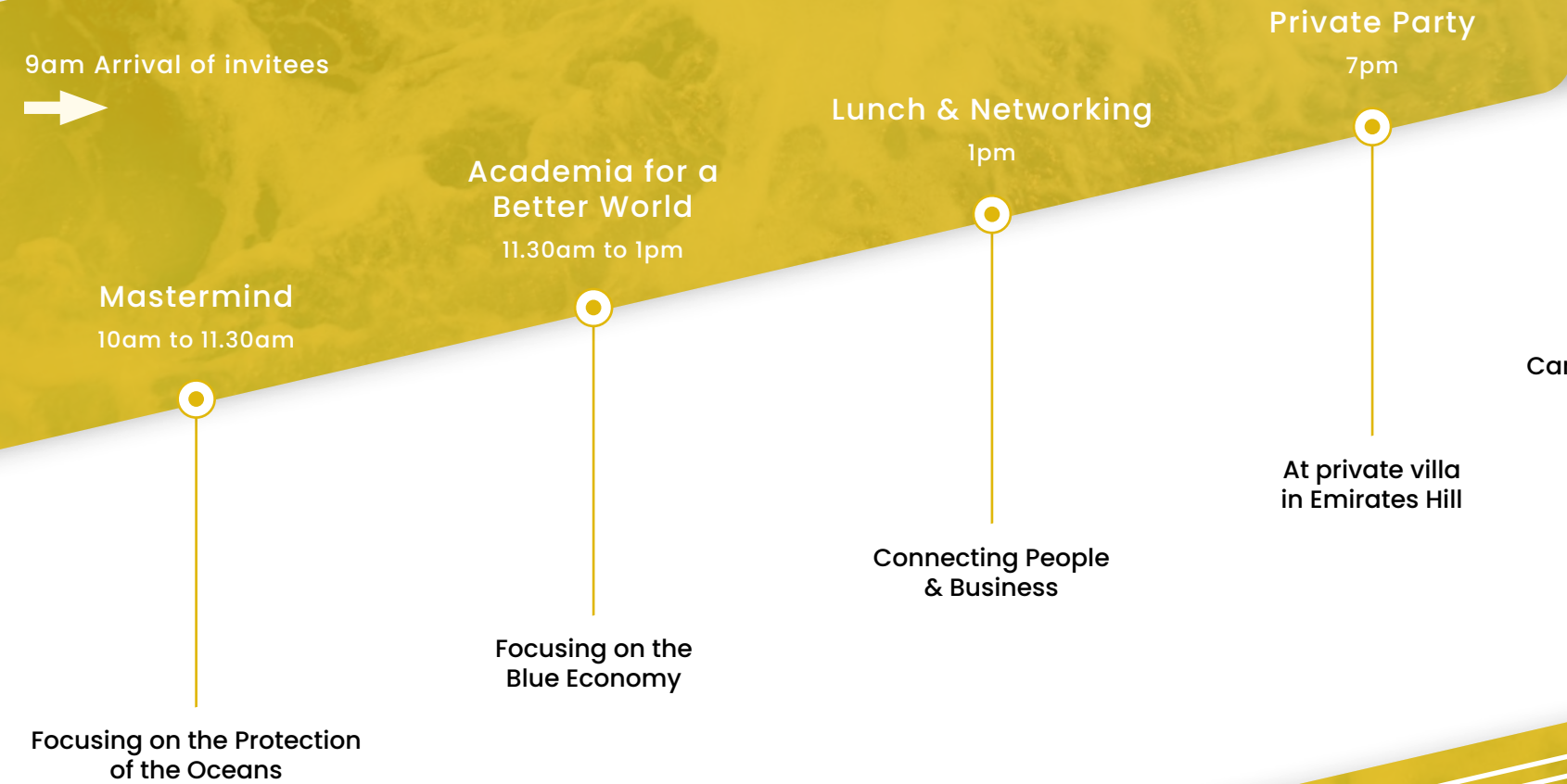


# Event program details

March 25<sup>th</sup> & 26<sup>th</sup> 2022 Dubai

At France Pavilion, Infinity des Lumières  
& Ritz-Carlton DIFC

## MARCH 25<sup>TH</sup> AT FRANCE PAVILION



## MARCH 26<sup>TH</sup>

At Infinity des Lumières  
- Dubai Mall

Film Screening  
"Bigger Than Us"  
&  
Unique show of IDL  
immersive digital art  
10am - 2pm

Cannes Film festival 2021 official selection  
Nominated for Cesar awards 2022  
« Best documentary »  
A film by Flore Vasseur  
Produced by Denis Carot,  
Flore Vasseur & Marion Cotillard

At Ritz-Carlton DIFC

Cocktail Reception  
7pm  
Networking & Photocall

Gala Dinner  
8pm  
Prestigious Gala Dinner  
Unique Fashion Show by The Atelier  
- Professor Jimmy Choo

Awards Ceremony  
Awarding innovative leaders

# Why choosing Better World Fund ?

## MASTERMIND & ACADEMIA

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We have selected the best personalities and innovative leaders who are making the world a better place.

This year at the Expo 2020 in Dubai, the mastermind's main goal is to discuss, analyze and decide on specific actions, platforms and initiatives for the protection of the oceans as well as opportunities and challenges in the development of the blue economy.

The mastermind has developed the following activities :

- Mastermind visionary speech
- Guest Speakers' presentations
- Networking

## GALA DINNER

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A prestigious gala dinner will take place in Dubai on March 26th. There will be a screening of a 4 minute Film produced by ENGIE Group

## AWARDS CEREMONY

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We honor leaders, film directors and artists for their actions and commitment to address the most pressing humanitarian and sustainability issues of our time. We will focus on the protection of the environment, our oceans and biodiversity.

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MIDDLE EAST  
FASHION  
COUNCIL 

# Mastermind & Academia for a Better World

## MASTERMIND

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We bring together leaders, filmmakers, writers, scientists, and environmentalists to explore, discuss and inspire meaningful action to protect our oceans and the environment.

The mastermind's major purpose this year at Expo 2020 in Dubai is to discuss, assess, and choose particular activities, platforms, and projects for the protection of our planet, with a special focus on the preservation of our oceans, the future of hydrogen and the development of the blue economy.

## PHILANTHROPIC CHALLENGES

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The first Academia for a Better World «Philanthropic Challenge» for start-ups providing the most innovative solutions worldwide to protect the ocean and leveraging the blue economy will be launched a few weeks before the event. The award ceremony will take place during the gala dinner on 26th March.

## ACADEMIA

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Co-founded by the Université Paris-Saclay and the Better World Fund, the «Academia for a Better World» is a borderless global philanthropic platform whose objective is to identify and facilitate the deployment of the best global solutions in response to the governance, societal and climate challenges of the 21st century in line with the United Nations Sustainable Development Goals.

The Academia focuses on solutions provided by

- Entrepreneurs (products services, start-ups, innovation)
- Artists (artwork, movies, culture)
- Researchers (knowledge, research)
- Teachers (learning, know-how, education)

In Partnership with

université  
PARIS-SACLAY



# Speakers during the Mastermind & Academia



**YVAN BOURGNON**  
Navigator, President & Founder,  
The SeaCleaners



**OLIVIER POIVRE D'ARVOR**  
French Ambassador for the Poles  
and Maritime Issues



**ANNE LE MORE**  
United Nations Food Systems Champion,  
President & Co-Founder, Chefs4thePlanet



**PROFESSOR JAN BORM**  
Vice-President, Paris-Saclay University,  
Versailles Saint Quentin University



**GUSTAVO A. MONTERO-MC**  
Professor, Oceanographer, Engineer,  
Impact Investment



**NATALIA KAPCHUK**  
Artist



**SYLVIE RETAILLEAU**  
University Paris-Saclay President



**PATRICK DUVAUT**  
University Paris-Saclay Vice President,  
Head of Foundation



**ANDRES JAUREGUI**  
Former Energy Director at Chilean Government  
Founder/Director CPIE Energy consulting



**FLORENCE FONTANI**  
Director of strategy, communication, ENGIE



**ARIK ROSENBLUM**  
CEO EcoOcean

# Unique Fashion Show during Gala Dinner

by The Atelier – Professor Jimmy Choo

Presented by the Better World Fund  
& Middle East Fashion Council

## THE ATELIER

The name of the art studio – it means “the expectation with craftsmanship spirit”. The Atelier upholds the idea of pursuing the ultimate beauty and endowing every detail with a sense of ritual. The brand was officially established in 2016 and set up its own couture dress design studio in Shanghai, China. This fashion house specialises in the use of sophisticated fabrics combined with bold and avant- garde tailoring. With the development of the brand, it not only emerged in the fashion weeks around the world, but also won the favor of international fashion buyers and international artists.

## PROFESSOR JIMMY CHOO

Professor Jimmy Choo OBE (Zhou Yangjie) is one of the most famous designers in the world. His accolades include designing for the late British Princess Diana among a string of other famous women that loved his ethos.

MIDDLE EAST  
FASHION  
COUNCIL

MIDDLE EAST  
FASHION  
WEEK



THE ATELIER





# Infinity des lumières private show

## Program :

- 10am to 1pm - For the first time in UAE Screening of the movie *Bigger than us* (Cannes Film festival 2021 official selection & Nominated for Cesar awards 2022 «best documentary») and Q&A session with the filmmaker Flore Vasseur.
- 1pm to 2pm - unique show of IDL immersive digital art exhibition.

*Infinity des Lumières is the ultimate immersive digital art experience in the Middle East, and the biggest digital art venue in the GCC region.*

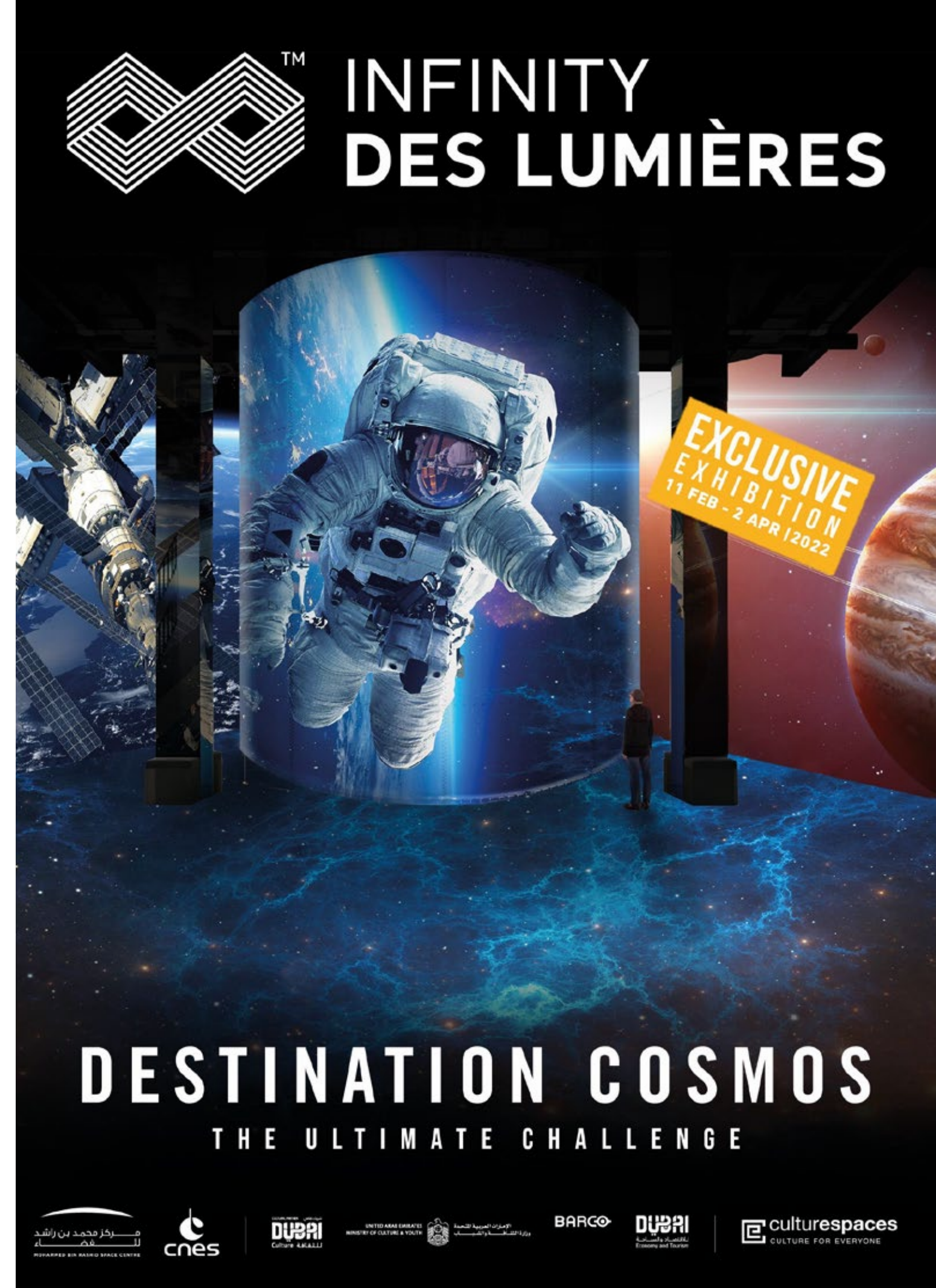
With 130 projectors and 58 speakers, in an impressive, 2,700 sq. meter venue within The Dubai Mall, it brings to life iconic and contemporary art through 3,000 HD digital moving images. Its digital facade is the largest within the Dubai Mall - a magnificent art projection with a total display area of 200 square meters, while its Boutique is an experience in its own right, accessible directly from the mall and open to everyone.

As the regional epicentre of pioneering cultural expression, Infinity des Lumières provides infinite possibilities to be at the centre of art, fully immersed and connected to it.

[View Website >](#)

## Location :

- Level 2, The Dubai Mall – opposite Galeries Lafayette
- Closest parking area – Grand parking



## Short Film by ENGIE

*The film will be screened on March 25<sup>th</sup> at France Pavilion & on March 26<sup>th</sup> during the Gala Dinner in the presence of the Official delegation, partners, press and celebrities.*

Short Film of 4 minutes about rehabilitation of the mangroves using drones and new technologies.

ENGIE, in partnership with Environment Agency – Abu Dhabi (EAD), is rehabilitating mangroves with the use of drone technology in the south of Abu Dhabi, in Mirfa. The project initiated in 2020, was a test pilot project as drone was never used in mangrove planting successfully prior. With the high success rate from 2020 pilot phase, we are able to show the importance Drones can play in the rehabilitation of mangroves. Together, with high caliber scientists from both EAD (Environment Agency – Abu Dhabi) and Distant Imagery, the process and methodology are scientifically rigorous, and data driven.

ENGIE and EAD have chosen mangroves as they support fisheries, protect shorelines, provide opportunities for tourism and are important for cultural heritage and identity of the UAE. Mangroves can also offset up to four times more CO2 emissions than ordinary trees. The first phase of the project took place November 2021, with a success rate of about 25%, a huge success compared to the 5% of vital rate of mangroves in natural environments. The second phase took place in January 2022, with about 35000 seeds dropped overall and an expected success rate of about 35%. The drone is key in every aspect of the project: to select the site, plant and monitor afterwards. This project is a great example of using technology to fight climate change.



**ENGIE, Using Technology to fight climate change in the rehabilitation of mangroves.**

**4 minutes short film**



## A smart reforestation initiative

As part of its efforts to fight global warming, protect our environment and biodiversity, and lead to the restoration of nature's ecosystems, the Better World Fund is partnering with the Floresta project in bringing a fresh wind of innovation to the green sector.

More than a reforestation initiative, the Floresta project paves the way to a more sustainable future, transcending our global understanding of sustainability, successfully combining the need for change and the will for a profitable venture.

This innovative concept is the result of the recognition of the unbreakable ties between deforestation, climate and the social fragility of adjacent indigenous communities, and the deep understanding of the power and hidden capacity of creative financial models to reshape realities.

Presenting the first profitable economic model for reforestation, conservation, and social impact efforts, the Floresta project demonstrates that positive social and environmental impact is not a liability, but rather a financial opportunity.

In addition, through the development of a proprietary financial tool, the Floresta Tree Note, this promising project allows every individual to regain ownership over its carbon footprint and offset its CO2 emissions.

[www.florestaproject.com](http://www.florestaproject.com)



Total reforested Area  
**90,000 Ha**

Trees cared for  
**185 million**

Total annual offset of CO2 (tones)  
**9 million**

# Change into actions

## The BWF Charter

It's 2022, and Change is Upon Us.

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 still time to do something hopeful, meaningful and worthwhile.

United we are aware that the planet's diversity and beauty is everyone's concern and it is our responsibility to preserve and pass it on to 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 has humanity had the power to act for it. We pledge to protect our environment. Our lives depend on it. We are aware of the need for change and are prepared to embrace it, even if it means changing ourselves in the process.

We pledge to represent and voice people's stories, hopes and struggles. We acknowledge change as a slow process, but also as an action to be taken on day by day.



# Union-Life international

## Partner from the Better World Fund

**Q&A 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...»

### **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 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...»

### **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)**



# Our Partners



## Support media partners



## Institutional partners



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Rob Stewart  
Umesh Waghdare  
Dhananjay Kabre  
Malgorzata Szumowska  
Jean-Michel Cousteau  
Elsa Zylberstein  
Founder and Chairman Aris Bioenergy  
Ketty Rios Palma  
Gaël Breton  
Edouard Cuel  
Beto Macedo  
Tiago Berbare  
Laura Bispuri  
The team of the film «Princess Europe»

# Contact

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