



CINEMATIC ART AT THE SERVICE OF HUMANITY.



BETTER WORLD
ENDOWMENT FUND

PRESENTS

A CALL TO ACTION FOR THE MEDITERRANEAN

UNDER THE PATRONAGE OF THE ITALIAN MINISTRY OF THE ENVIRONMENT,
PROTECTION OF THE TERRITORY AND THE SEA



MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE

WHAT LEGACY ARE WE LEAVING
FOR FUTURE GENERATIONS ?

THE **VENICE**
FILM FESTIVAL

September 4th 2020



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 2020, we vow to responsibly commit for tomorrow. And it starts here, on Mediterranean shores, sanctuary of ideas and greatest celebration of cinema. 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 2020, for its 5th edition, the Better World Endowment Fund embraces new contours for decisive action by supporting meaningful projects on the following themes : **Environment - Biodiversity - Ecosystems**, and framing a call to Action for the Mediterranean.

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."



EVENT PROGRAM

8th
edition

PRESS CONFERENCE

SEPTEMBER 4TH @ 3^{PM}

Italian Pavilion Salone Conferenze Tropicana
Hotel Excelsior Venezia Lido

September 4th 2020

CA - SAGREDO HOTEL VENICE

MASTERMIND

« A CALL TO ACTION FOR THE MEDITERRANEAN »

BRUNCH & NETWORKING

10.30 AM - 2.30 PM

FILM SCREENING

«THE CAVE»

3:30 PM

The Better World Fund is honoring the Oscars nomination 2020 Best Documentary «The Cave»
Directed by Mr. Feras Fayyad by issuing awards to heroine Dr Amani Ballour and to the Film Director
Mr. Feras Fayyad for their courageous and inspiring contribution to humanity and film.

RED CARPET

7:00 PM

VIP COCKTAIL RECEPTION

8:00 PM

GALA DINNER

9:00 PM

AWARD CEREMONY

AUCTIONS FOR CHARITY INITIATIVES

AFTER PARTY

The Avener (TBC)



BETTER WORLD MASTERMIND

8th
edition

September 4th at 10.30^{am} @ Ca Sagredo Hotel

*"We all come from the sea and back to the sea we will go.
The Mediterranean gave birth to the world"*

Anders Lustgarten,
in Lampedusa (2015)

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

"During A Call to Action for the Mediterranean"
The mastermind develops the following activities :

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



CHANGE INTO ACTION : THE BETTER WORLD ENDOWMENT FUND CHARTER

8th
edition

It's 2020, 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



THEY BELIEVED IN US

8th
edition

The Jazmin Fund



PT. UNIVERSAL EXPRESS
INTERNATIONAL AIR & SEA FREIGHT FORWARDING
WORLD WIDE SERVICE



fi:af
french institute
alliance française



JEAN-MICHEL COUSTEAU'S
OCEAN
FUTURES
SOCIETY
www.oceanfutures.org



mayfair
times



SETCARGO
Logistique Internationale

unite 4 good



iwow.media
Your Digital Aura



XZEN TV
Learn from Celebrities

monacomediax



VARIETY



monacolife



FILMFESTIVALS.COM



LES MONOBLES
CHEVRON NILLETTE
Centre d'Études de Cheval et d'Équitation



The BWF supports meaningful and sustainably thought-out initiatives aimed at achieving the UN's sustainable development goals both locally and internationally.

The gala dinner and the auction allow us to support the «Comité Français pour la Sauvegarde de Venise sous l'Association des comités privés internationaux pour la sauvegarde de Venise» and the «King Baudouin Foundation ».

The proposed initiatives :

 **Action against rising water levels in Venice
UN Sustainable Development Goals #14 Aquatic Life and
#13 Action on Climate Change.**

“The Association of International Private Committees for the Safeguarding of Venice»

To promote the restoration and maintenance of Venice's cultural and artistic heritage.

preserve the quality of life in Venice against a background of sustainable development.



www.comprive.org

 **Support Dr. Amani's efforts to :** enhance the value of female medical personnel working in conflict zones, ensure their health while helping populations at risk and break down gender barriers.

Film *The Cave* directed by Feras Fayyad nominated for an Oscar in 2020 for best documentary.

UN Sustainable Development Goal #5 Gender Equality.



www.kbs-frb.be



FRENCH COMMITTEE FOR THE SAFEGUARD OF VENICE

8th
edition



COMITÉ FRANÇAIS POUR LA SAUVEGARDE DE VENISE

Created in 1967 by a companion of General de Gaulle (Ambassador Gaston Palewski, President of the Constitutional Council) in response to the appeal launched by UNESCO after the great floods of 1966, **the French Committee for the Safeguarding of Venice** (CFSVenice), chaired by Mr Jérôme-François Zieseniss, is dedicated to raising private funds for the restoration of Venetian heritage.

For more than 20 years the CFS of Venice has raised the funds necessary for the restoration and rehabilitation of the Royal Palace of Venice, a «forgotten» masterpiece of decorative arts in the heart of Venice, in Saint Mark's Square, thus doubling the museum area of the Correr Museum.

The Committee has also financed, thanks to its patrons, the restoration of emblematic works of art in the Basilica of Saint Mark: The Horses of Saint Mark and the Lion of Saint Mark.

Two years ago, the group of Young Donors (of the CFSVenice), headed by Mr François Pignol, launched a fundraising campaign to participate in the restoration of the Casino Venier, headquarters of the Alliance Française de Venise since 1987, currently chaired by Mr Robert Panhard. The last representative of what the «casini» were in the 18th century - small, cosy, intimate premises where one could meet friends after the theatre and practise the art of conversation - the Casino Venier is one of the most characteristic.

Its interior decoration, dating from the years 1750-1760, and preserved in its present state, requires an extensive restoration programme.

af
Alliance Française
Venezia - Italia



Visit their websites by clicking here:

cfsvenise.org

afvenezia.it





The Al Amal (Hope) Fund created by Dr. Amani under the aegis of the «King Baudouin Foundation» provides assistance in conflict areas to ensure the good health of female medical personnel helping fragile populations. It trains future generations of women leaders to break the glass wall between the sexes and helps talented young children through education to become tomorrow's leaders.



Dr Amani

Click to visit their website:

www.kbs-frb.be



BETTER WORLD AWARD CEREMONY

during the gala diner

8th
edition



The Union Life International Peace Award for the Better Word
Venice Film Festival



THE MOVIE

«The Cave»



FERAS FAYYAD

BEST ACHIEVEMENT
IN FILMMAKING



Dr AMANI

BEST COMMITMENT

THE INTERNATIONAL STATUE OF PEACE

*To Celebrate Life, Peace and Living Together.
To Promote the values of Equality, Fraternity and Solidarity. A
Universal Work whose vocation is to federate a political, civic
and ecumenical unity.*

*The benevolent union of 2 human beings, without distinction of
origin, gender, religion.*

*There is a fame at the center symbolizing the avakening to
knowledge, consciousness and wisdom...*



LA STATUE DE LA PAIX
INTERNATIONALE



SPONSORS

2020



MEDIA PARTNERS

Forbes



TV5MONDE



Visit the website : www.bwforum.org

Better World Endowment Fund
37 Avenue Franklin Delano Roosevelt - 75008
Paris - France



OUR PREVIOUS EVENTS

8th
edition



CANNES 2016

Under the high patronage of UNESCO

*With the exceptional support
of Sharon Stone and Forest
Whitaker*



CANNES 2017

*With the exceptional presence
of Mary J. Blige, Yann Arthus-
Bertrand and Maître Gims*



CANNES 2018

*With the exceptional presence
of Akon and the Blue helmets
Association*



MONACO 2018

*Under the High patronage of
H.S.H Prince Albert II of Monaco*

*With the exceptional presence
of Jean-Michel Cousteau and
Wim Wenders*



OUR PREVIOUS EVENTS

8th
edition



CANNES 2019

Ocean Impact Day

With the presence of his excellency Dr. Thani Bin Ahmed Al Zeyoudi, Minister of Climate Change and Environment of UAE, Kiera Chaplin, Laurent Lamothe, Former Prime Minister Haïti and Chris Tucker.



NEW YORK CITY 2019

Smart Climate Day

With the exceptional presence of Chief Raoni, Jean-Michel Cousteau, Jazmin Grace Grimaldi, Laurent Lamothe, Kiera Chaplin, Karine Ellena Partouche & Ulysse Partouche, Andrew Forrest, Senator Simon Stiehl Minister For Climate Resilience & Environment of Grenada and Kojo Annan



CAIRO 2019

Special event to announce the official one on November

With the exceptional presence of her Excellency Nabila Markam Minister of immigration & Egyptian Expatriates Affairs, Zeinab Bashier (BWF Egypt Director), Her Excellency Ghada Waly Minister of social solidarity and Her Excellency Dr Yasmine Salah El-Dine Fouad Abdel Aziz Minister of Environment

