



JW Marriott

22/05/22



Better World Fund

Cannes Film Festival



Cannes Film Festival

Better World Fund



Better World Fund Event

At the 75th Cannes Film Festival

With the Honored presence of Ms. Sharon Stone

Food , Health & Sustainability

*Auction for the Virtuosa Foundation which
supports children's hospital in Poland*

MAY 22ND & 23RD, 2022

At JW Marriott Cannes

Better World Fund

Cannes Film Festival





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.

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

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

At the Cannes Film Festival in May we will talk about food, health and sustainability; in Venice in September on climate and rising waters, and, in Jeddah, during the Red Sea International Film Festival on biodiversity and the coral reefs.

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 working together to create impact.

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Ms. Sharon Stone – Patron of the Better World Fund 2022 Cannes Event

**The 2022 Better World Fund Charity Gala
At the 75th Cannes Film Festival**

We are privileged and honored to welcome
Award-winning actress, Ms. Sharon Stone.

The multi-faceted star is equally known for her tremendous
philanthropic and humanitarian initiatives.

In recognition of her tireless efforts to serve those in need worldwide,
it is with great pleasure to bestow Ms. Stone with the prestigious 2022
Better World Fund Lifetime Humanitarian Award.



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 conference with influential speakers, a networking lunch, cocktails and a gala dinner with shows, and awards to recognize the positive impact of leaders, artists and businesses, including innovative start-ups.



Cannes 2017



Dubai 2021



Monaco 2018



#Cannes Film Festival



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#BWFiCannes 2022

What is happening in Cannes on 22nd & 23rd may ?

The Better World Fund is proud to feature yet another amazing program in Cannes. We are pleased to collaborate with inspiring artists, leaders and corporates to support the UN Sustainability Development Goals.

We invite you to a series of high-level events to discuss health and sustainability in food within the context of climate change, biodiversity loss and rising concerns about food security.

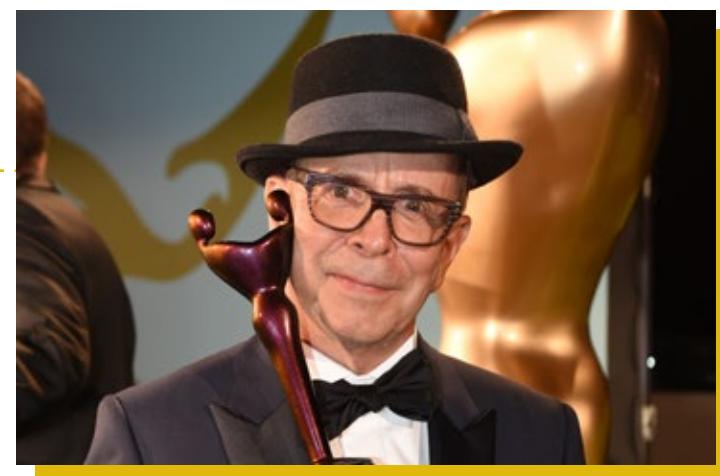
We will share ideas and solutions through a Mastermind - Social Awareness and Impact Forum. We will feature other networking events to connect people, values and businesses. Our brunch will showcase sustainability with a menu signed by a prestigious Michelin star chef from the Chefs4thePlanet international community and bringing to the plate ingredients and values to transform our food system.

Will host a prestigious gala dinner featuring an exceptional artistic program, awards ceremony and auction.

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Event program details

May 22nd & 23rd, 2022 at JW Marriott Cannes

MAY 22ND

Mastermind Social Awareness & Impact Forum
10.30am to 12.30pm

Cocktail networking

1pm

Focusing on Food Sustainability

Connecting People & Business

VIP cocktail reception

7.30pm

Networking & Photocall

Gala dinner & auction

8.30pm

Dinner & Awards Ceremony
Auction for the Virtuosa Foundation which supports children's hospital in Poland

Special performance by :
- Patrycja Piekutowska, violinist
- Arnault Frachet, pianist
- Laurent-Grandpré Franck, pianist
- Naian, singer

At Beach 3.14 in Partnership with La Pensée sauvage & Chefs4thePlanet

Lunch
12.15pm



BETTER WORLD
Fund

MAY 23RD



Why choosing Better World Fund ?

MASTERMIND – SOCIAL AWARENESS AND IMPACT FORUM

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

This year in Cannes, the mastermind's main goal is to discuss, analyze and decide on specific actions, platforms and initiatives to promote food, health and sustainability – that is food that is good for us and for the planet.

The mastermind has developed the following activities :

- Mastermind visionary speech
- Guest Speakers' presentations
- Networking

AWARDS CEREMONY

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 sustainability in food within the context of rising concerns about food insecurity.

GALA DINNER

A prestigious gala dinner will take place in Cannes on May 22nd at the JW Marriott Cannes that will also feature an auction to support the Virtuosa Foundation and its program for children in Poland.



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Mastermind, Philanthropic Challenges & Debate

MASTERMIND – SOCIAL AWARENESS & IMPACT FORUM

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

The mastermind's major purpose this year is to discuss, assess, and choose particular activities, platforms, projects and solutions to promote health and sustainability in food.

PHILANTHROPIC CHALLENGES

The first Academia for a Better World «Philanthropic Challenge» for start-ups providing the most innovative solutions worldwide to promote healthy eating and food sustainability will be launched a few weeks before the event. The award ceremony will take place during the gala dinner on 22nd May.

ACADEMIA

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*)

[ACADEMIA WEBSITE >](#)

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Speakers during the Mastermind



BERNARD LE GRELLE

Investigation journalist, former United Nations Expert on Health, Environment



ANNE LE MORE

United Nations Food Systems Champion, & Co-Founder, Chefs4thePlanet - MC



ILANA DEVILLERS

Founder & CEO, Food4All



MAUD TRUCHI

CEO and Founder, Maslina Resort



THOMAS UHL

Founder of La Pensee Sauvage, Naturopath



OHENE KWAME FRIMPONG

Entrepreneur, Philanthropist
CEO, Salt Media GH



FABRICE KERHERVE

Expert in product development in the international market



DR. BRUNO HOUN

CEO & Founder
REVIVRE LABS



AMRUTA FADNAVIS

Banker, Social Activist, Singer



DR MALIKA ROSE DIAWARA

CEO & Founder SaineLife

The Better World Fund will support the Virtuosa Foundation

AUCTION FOR THE VIRTUOSA FOUNDATION WHICH SUPPORTS CHILDREN'S HOSPITAL IN POLAND

PLAYING FOR THE BETTER, FOR CHILDREN

The Virtuosa Foundation carries out renovation projects for children hospitals in Poland turning old interiors into the most modern designs to impact on children's well-being.

the Virtuosa Foundation is now focusing as a matter of urgency on renovation of the admission area of the Children's Memorial Health Institute in Warsaw to enlarge this space and make it one of the most modern and kid's friendly hospital entrances in the whole country. To make Polish kids feel better and make the first impression as beautiful and welcoming as possible in the midst of tragic circumstances.

The leadership of its CEO is one of a kind

- Patrycja suspended her violin worldwide career after 23 years to “play for the better” with excellent architects, designers and business world representatives. Her endless inspiration is personal story created by her son’s heart disease. Turning difficult moments into determination, the business world follows her acting with good reason and heart.

Virtuosa Foundation organizes charity gala concerts with top world opera stars as well as Patrycja’s recitals all over the world to open hearts with the deepest sound of the soul. To gain the smile of the little patients.

Patrycja Piekutowska will grace us with a special performance during the gala dinner



BEFORE

May 22nd & 23rd, 2022



AFTER

#Cannes Film Festival



PATRYCJA PIEKUTOWSKA

CEO of The Virtuosa Foundation
violinist-soloist



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LA PENSÉE SAUVAGE
l'expérience détox



Lunch by La Pensée Sauvage

On 23 May at the 314 Beach, talented chefs from La Pensée Sauvage will prepare a delicious plant-based three course lunch, sourcing local and fresh seasonal products. Organized in partnership with Chefs4thePlanet, this will be the opportunity to discuss further with the speakers and chefs present the critical importance of food and gastronomy for our health and the planet.

La Pensée Sauvage -

Founded in 2007 by Thomas Uhl, philanthropist & naturopath, La Pensée Sauvage offers authentic healing experiences to its guests, through fasting or detoxification of their choice, together with a warm and caring environment.

It promotes reconnection with nature and designs tailor-made programs consisting of yoga sessions, hikes, treatments, meditation, healthy, cooking, and workshops. From its original center located at an altitude of 700 m, in the southern foothills of the Vercors, La Pensée Sauvage also develops exceptional stays in Corsica, the Cévennes, Ibiza, Minorca, and soon in Normandy.

La Pensée Sauvage encourages a benevolent and emphatic pedagogy in order to learn again to take care of oneself, ourselves and our environment because everything is interdependent. We are what we eat and what we eat creates the planet we live on. Unprecedented in France, the professional practitioners of La Pensée Sauvage accompany their guests

before, during and after their stay so they live an in-depth experience which will be of long-term benefit to them and thus generate the desire to take care of themselves. BRINGING YEARS TO LIFE AND LIFE TO YEARS www.lapenseesauvage.com

Chef4thePlanet -

Founded in 2020 by Anne Le More and Sébastien Ripari, Chefs4thePlanet is an international community of chefs to raise awareness about health and sustainability within the realm of fine dining and gastronomy.

Now more than ever there is an appetite for transforming the way we produce, consume and think about food: how we source fresh and seasonal products, the carbon footprint and nutritious quality of what we eat, how we eliminate food waste, and how we can improve agricultural and eating practices to take better care of our and the planet's wellbeing.

As influencers, champions and role models, chefs have a major role to play to catalyze change in the way we cook and we eat.

www.chefs4theplanet.com



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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



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Awards by Belgian Surrealist Painter and sculptor Anis Dargaa

The Belgian surrealist painter and sculptor Anis Dargaa exhibits around the world and orchestrates each year around forty events and award ceremonies commissioned by many brands and press groups. We find him in Paris, New York, London, Munich, Cannes, Monaco, Florence, Geneva, Fez, Gstaad...

With Paris Match, he awards prestigious trophies to celebrity golfers in Belgium and France. It is with the spirlet automobile group that he signs a car from the Land Rover range, the «velar», renamed by the artist «Vel'art/dargaa d'or»... Alliance of sport and art.

He also signs a collection of bottles of champagne with the «Principality of Liège» «ELEPHAMPAGNE».

He presents many trophies to world celebrities through prestigious events such as the Dargaa D'or, the Folies Nobles blanches, the best talents of the year with the show «C'est du Belge» and the magazine «Paris Match», infinium «Matière Grise» with the RTBF, «Cinéart». He has received numerous prizes, including the prize of the city of Cannes «Film Festival», the prize for high French heritage, the prize for the best international artist by UNESCO, and the prize «Wheeling around the world»...

His creation «Elephantasm» a symbol of challenge and will is realized in many forms; painting, sculpture, trophy, jewelry, perfume, cigars, alcohol, chocolate, fashion, accessories and furniture... He made it an icon.

His work raised the artist's rating to the highest level, earning him the friendship of the greatest art collectors and personalities: The Bogdanov brothers, Akon, Bobby Kimball «Toto», Lee Jones «Imagination», Typh Barrow, Sylvester Stallone, Paris Hilton, the Prince of Monaco, Will Smith, Jean-Paul Belmondo...

Through its art, Anis also supports research against breast cancer «Ladies Against Cancer ASBL», the «Alexandre Bodart Pinto» disability and numerous other charitable causes.



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The Lunch, may 23rd at 3.14 Plage

The wines Baron de Monte Carlo as well as the Petits Desserts cocktails will be served at the BWF Gala Dinner as well as the 3.14 Beach Lunch

Baron de Monte-Carlo

Our wines have been elaborated by Eric Bonnet & Yves Cuilleron, and the renowned Ramatuelle winemakers who have been awarded year after year by the world's greatest labels and gastronomic critics.

Baron de Monte-Carlo wines have been selected among the most prestigious wines produced in France, each of our appellations among the best terroirs of these: St Peray, St Joseph, Condrieu, Côtes du Rhône, Cairanne, Gigondas, Châteauneuf-du-Pape, Côtes de Provence to offer the highest quality representative of these appellations.

Our brand and our selected winemakers share a taste for excellence, their lands are cultivated with love and passion for generations, committed to preserving their terroir through sustainable viticulture methods.

Thanks to an ancestral tradition and a meticulous know-how, Baron de Monte-Carlo wines can provide a unique experience of pure pleasure.

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Petits Desserts cocktails

The Petits Desserts cocktails are alcoholic drinks at 17° Ready to Drink making the junction between the universe of Mixology and that of the Pastry.

The ingredients composing the Petits Desserts are homemade, indeed, our liqueurs, our macerations, our syrups, and the assembly of our fruits are made by our care.

These delicious elements are then skilfully mixed so that the promise of taste and balance of each Petit Dessert is fully met.

The result in the mouth? A pure moment of magic as the closeness between our creations and their associated desserts is obvious and the greediness present.

We wish to bring to our customers a unique, festive, and responsible gustatory experience in the form of moderately alcoholic but inordinately greedy drinks.

We propose to unite the world of cocktails and desserts through the same experience: our gourmet mixology.





ART DAOUDI, a place where Art and Life mingle.

Where art lovers meet and inspire each other. It is an open, welcoming and generous place, in the image of its founder Mourad Daoudi.

Mourad Daoudi started his career as an art dealer. He has been hunting since he was a child and quickly developed a passion for beauty, but above all for the work and respect of each artist behind each object. He is a self-taught enthusiast who likes to pass on his knowledge.

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ART DAOUDI is more than an art gallery. It is a centre designed as a place to live and experience.

ART DAOUDI brings together and supports a selection of exceptional artists from very different backgrounds with singular visions and working in various media. No limits are imposed on them, neither in terms of subject, nor in terms of means or size.

He created ART DAOUDI to be the place for their artistic expression and the space for the promotion of their talent to a selected and demanding international audience.

Mourad Daoudi assumes this eclecticism. He chooses his artists by heart and commits himself to them body and soul for an absolute accompaniment.

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His rigour, sincerity and benevolence have gradually built his reputation as a serious and reliable man. He is a man of his word, as the Berbers say, his ancestors, whose wisdom he often summons. This has earned him the respect and trust of collectors and connoisseurs of great stature throughout the world.

ART DAOUDI is an international art platform made up of artists to make art of placement without forgetting the high watchmaking and the high jewellery.

www.artdaoudi.com

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The BWF charter

«Change into action»

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.

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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.

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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.

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The team of the film «Princess Europe»
Yvan Bourgnon
Arik Rosenblum
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Contact us

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