

Alice Kanterian au Festival de Cannes : le 12 juillet au “Ethical Gold” du Better World Fund



Better World Fund

"ETHICAL GOLD" AT THE 74TH CANNES FILM FESTIVAL
Honoring **Barry Alexander Brown** and **Spike Lee**
July 12th 2021

Better World Fund takes part at the Cannes Film Festival for the fifth year in a row with a full day event on July 12th 2021 and would be thrilled to share with you during the press conference lunch in Cannes 1pm July 12th.



Created to respond to a humanitarian impulse coming from a society in need of authenticity and truth, Better World Fund shares the mission for positive environmental, economic and social change as well as the passion for collaborative impact.

Previous award winners and attendees include Nobel Laureates, Academy, Globe and Grammy Awards winners such as: H.S.H Prince Albert II, Sharon Stone, Forest Whitaker, Wim Wenders, Jean-Michel Cousteau, Mary J. Blige, Alkon and Yann Arthus-Bertrand, His Excellency DR Thani Bin Ahmed Al Zeyoudi Minister of Climate and Environment U.A.E., His Excellency Simon Stiel Minister of Climate Government of Granada, Andrew Forrest Mindero Foundation Australia, Dennis Mukwege, Chief Raoni, Feras Fayyad, Dr Amani Ballour, Elsa Zylberstein, Alessandro Gassmann.

After the successful events in Venice, Monaco, Cairo and New York, in 2021 for its 5th edition, the Better World Fund has chosen Cannes to embrace new outlines for decisive action by supporting meaningful projects on the following theme: **Ethical Gold.**

Gold is everywhere in international cinema (Goldfinger, GoldenEye, The Gold Rush, The Man with the Golden Arm...) in our culture and on the most beautiful actresses on the cinema sets and on the red carpets. Coming out of the earth and with the labor of men, it is often extracted in places and under conditions denounced by the OECD and numerous international NGOs.

As the Cannes Film Festival is taking action this year to protect the planet, the Better World Fund is pleased to honor those in the Gold industry that promote "Responsible Mining".

PROGRAMME OF THE EVENT:

11.00am - Mastermind (Eileen Fatah)

01.00pm - Lunch and Press Conference (at 3.14 Beach - 63, La Croisette)

08.30pm - Cocktail, Gala dinner, Award ceremony, Exclusive fashion show by EILEEN AKBARALY & PIETRO PARADISO (at 3.14 Beach - by invitation only)

MASTERMIND:

The mastermind's main objective is to propose, analyze and decide on 3 or more specifications, platforms, initiatives to collectively support sustainable energies, sustainable development and humanitarian project.

GUESTS:



Ludovic Bernaudat, Representing United Nations Environment Programme
Michel Moawad, Representing René Moawad Foundation
Selim Fendi, Representing Aarum Monaco
Louis Marechal, Representing the OECD
Mikael Mered, General secretary, Chaire Outremer ScienceFo
Barry Alexander Brown, Film maker
Ljudmila Raymond, International finance specialist
Stéphane Brabant, Mining and Energy lawyer
Iris Van der Veken, Representing the Responsible Jewellery Council
Eileen Akbaraly, Representing the foundation Made for a woman
Daniel Stapper, Representing Pact world

GALA DINNER:

Benefits will be donated to the René Moawad Foundation, supporting the children of Lebanon.

AWARD CEREMONY:

UNION-LIFE INTERNATIONAL Collective & Program for Peace & Living together embodied by UNITY®, a symbolic & solidary work, will be PARTNER for the 3rd time of the BETTER WORLD FUND. During the Ceremony, its Founder, Mr. Wilfrid GRENIER, will present the "UNITY AWARDS® - BWF" awarded to personalities whose works or actions have had a social and solidarity impact in 2020 or in their careers.



Better World Forum will be pleased to honor two iconic Pioneers that have shaped Hollywood Cinema.

Over 40 years of Friendship & Collaboration, **Barry Alexander Brown & Spike Lee** will be honored for "Creating A Better World", and Barry Alexander Brown will be presented a "Lifetime Achievement Award" by Better World Forum Founder & President Manuel Collas de La Roche, and one Better World Forum Ambassador H.R.H. Princess Angelique A. Monet (Founder of A.F.I. World Peace Initiative).

A.F.I World Peace Initiative is one of the Cultural Partners of "Better World Fund," is also set to honor "Barry Alexander Brown" with the "Embrace Award," celebrating and highlighting his work that reflects "Lifetime Achievement Award," in "Inclusion, Diversity, and Social Justice" at the Better World Fund Gala. A.F.I World Peace Initiative is the main initiative for New Generation in Action which holds "Consultative Status," through ECOSOC.

"To be receiving this award at Cannes and to be honored alongside Spike Lee at the time that he is the Film Festival's President of the Jury is overwhelming. I've been incredibly lucky to have worked with my good friend on so, so many projects for such a long, long time. That is a rare thing in this business, and it is humbling to be recognized in this town, by this organization and at this this moment."

Barry Alexander Brown

Nabil Ayouch, Moroccan film director: Best Achievement in Cinematography
Eileen Akbaraly, fashion designer "Made for a woman": Best commitment
Dr. Olyvers Darke-Messiah, Best commitment
Dr. Sohan Roy S.K. Best Commitment

The Filmfestivals.com Movie that Matters Award will be remitted during the Gala to two documentary feature films: < **The Sound of Us** > by Chris Gero and < **ENOUGH ! Lebanon's darkest hour** > by Daisy Gedeon.

Thanks to the support of extraordinary partners:

Marula
3.14 Cannes
Made for a woman

ABOUT BETTER WORLD FUND:

Created by Founder and President Manuel Collas de La Roche in 2015, Better World Forum is a global platform of thought leaders and influencers committed to innovating the traditional thinking and standard approaches to humanitarian action, business innovation and environmental security.

"At the dawn of this new decade, change is upon us. And all we have to decide is what to be done with the time that is given to us. In 2021, we vow to responsibly commit for tomorrow. From images to action, the Better World Fund aspires to be more than a single event, and to stand as a movement raising awareness for change all around the world. 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."

Manuel Collas de La Roche

Website: www.betterworldfund.com

Press Contact:

Anne Pourbaix - anne@agi-rp.com - +336 11 29 59 26

Contact for tables: looking@betterworldfund.com

Attachments	Size
Better World Fund Brochure.pdf	689.76 KB
Barry Alexandre Brown .jpeg	232 KB
Eileen Akbaraly.jpg	360.29 KB
Manuel Collas de la Roche.jpeg	126.56 KB
UY AWARDS-Better World Fund.jpg	269.76 KB
LOGO BWF.png	65.13 KB

photo : Better World Fund à Venise D.R.