

CINEMATIC ART AT THE SERVICE OF HUMANITY



BETTER WORLD
Endowment Fund

PRESENTS



MASTERMIND

ETHICAL GOLD

« Ethical Gold supported by the planetGOLD Programme,
making a world of difference in small-scales gold mining,
a GEF Initiative »

**THE CANNES
FILM FESTIVAL**

July 12th 2021

COUNTRY OF HONOR

GHANA



MASTERMIND

July 12th 2021 - 11am



BETTER WORLD
Fund

ETHICAL GOLD

With the participation of :

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 the foundation Made for a woman

MASTERMIND PROGRAM

July 12th 2021 - 11am

CONCEPT

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.

TARGETS

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.

ACTIVITIES

"THE GAME CHANGERS"

The mastermind develops the following activities :

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

PROGRAM

ETHICAL GOLD
SUSTAINABLE ENERGIES
HUMANITARIAN PROJECTS



Ludovic Bernaudat

He is Senior Task Manager in UNEP Chemicals and Waste GEF unit where he leads the technical team developing and implementing projects. He joined UNEP in 2015 and had been leading the developments of multi-agency programmes including the planetGOLD programme. Before joining UNEP, he worked for 12 years in UNIDO where he led projects on Artisanal and Small Scale Gold Mining, cleaner production and eco-cities. He led the development of the agency's mercury programme. Additionally, he has been the co-lead of the UNEP Global Mercury Partnership area on Artisanal and Small Scale Gold Mining since its inception in 2007. He has a MSc in Environmental Sciences and is currently based in Geneva, Switzerland.



Michel Moawad

He is a founding member and current executive director of the René Moawad Foundation (RMF). RMF is a leading NGO with programs across Lebanon in partnership with renowned international donors as USAID, UN and all its organs, EU, the Kingdom of the Netherlands and many others. RMF is a non-profit and non-governmental organization, advocates a society built on democratic values, social justice, and national unity. It currently is one of the most prominent Lebanese NGOs in social and economic development, including education, health care, agriculture, and building individual and institutional capacities. To alleviate the impact of the ongoing crisis of COVID-19, the current financial meltdown and the Beirut explosion, RMF launched special programs which directly benefited over 325,000 people in 2020 alone thanks to donations raised. Moreover, in 1993, Moawad participated in founding the René Moawad Foundation-USA based in Washington DC, financing development programs in Lebanon. Besides, he is a member of the Maronite Foundation in the World.

Moawad is also a politician who resigned from the Lebanese Parliament in protest following the August 4, 2020, Beirut Explosion, and is a leading figure and founding member of the Lebanese Opposition Front. He is the son of the former President of the Lebanese Republic, René Moawad, who was assassinated on the 22nd of November 1989, and of Nayla Moawad, the first elected woman Member of Parliament to serve four consecutive terms, in addition to having served as Minister of Social Affairs.



Selim Fendi

Mr. Selim Fendi, a serial entrepreneur with more than 30 years of experience on the American, European, Emirati, and African markets in the precious metal industry.

Mr. Fendi's entrepreneurial career started in 1992 by working in a commercial real estate M&A in Canada covering the Caribbean market. Following the sale of his real estate interests he launched a new career in NYC by founding Alterama, a trading platform of precious metals and Forex, qualified for management of Derivatives, Futures and hedging products. In 2010, he came back to Europe to oversee the setup of Forex, Oil & Gas and Precious Metals Desk at Market Securities in Geneva. In 2013 he founded Noble Precious Metal in Dubai, regulated by the DMCC (Dubai Multi Commodities).



He's now established in Monaco where he's the CEO of Aurum Monaco, the first gold refinery in Monaco since 2016. He is Treasurer of the Watch-Making and Jewellery Chamber of Monaco and member of the Taskforce of the Responsible Jewelry Council in London. Mr. Fendi regularly speaks at international precious metals industry conferences.



Eileen Akbaraly

I'm Eileen Claudia Akbaraly; a 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. Being Indian makes me especially sensitive to the vibrations of colours, spending my youth in Africa is what sparked my fascination with real artisanship; it's what inspires my tactile creativity, strongly linked to manual crafts. For this reason after working with several NGOs on the ground and studying fashion business in Milan, I decided to focus on a very current topic of corporate social responsibility, receiving a masters degree in Paris. In 2019 my 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 my women, we create unique and exclusive products giving value to the women artisans of my beloved homeland, Madagascar.





Dr Okyere Darko-Mensah

Kobby as he is popularly addressed has lived all his life in the city of Takoradi. Educated from Services Primary Takoradi to MFANTSIPIM School in Cape Coast to the Kwame Nkrumah University of Science & Technology(KNUST) and the University of Cape Coast(UCC). He holds a Bachelor of Science (Hon) Degree in Biochemistry, a Masters Arts Degree in Law & Development and a Diploma in Information Communication Technology from South Africa. Kobby is an avid businessman and an advocate of Private Enterprise. He demonstrates this in all his actions. As a student at the KNUST, he spearheaded the formation and institution Tratech to position students to consider private business as an option of after school employment. While still a student he managed two leading Hotels and a discotecque in the city of Takoradi. Ahenfie Hotel, Guest House Maggie and Ahenfie Night Club. He set up the first private ICT and Internet Training Centre to break the of myth of internet usage in the Western Region.



To say this happened in the late 1990s attests to his nature of breaking new grounds and giving hope to young people. Kobby has served and still serves on many corporate boards. Amongst them and to mention a few are; the RAYBOW Hotel, Coastal Development Foundation and ORPED International a not-for-profit for child development. In the year 2000 he cut his teeth in politics and governance. Till 2008 he was served as a Government appointed Assembly Member for the Sekondi-Takoradi Metropolitan Assembly. In that Assembly he rose to become the Chairman of the sensitive Finance & Administration Committee. His record in revenue mobilization using digitization still stands. In January 2009 he entered the Parliament of Ghana for the first time. He has remained in Ghana's Parliamentary Governance till date. He has and still serves on various Parliamentary Committees. In 2017 till early 2019 he was the Deputy Minister for the Ministry of Aviation. In April 2019 till date he is the substantive Western Regional Minister.

In his capacity as Regional Minister he has chalked my firsts, built interesting networks all over the world and exudes a lot of energy in excellent leadership.

Kobby is married to Catherine DARKO-MENSAH and blessed with three daughters.



Daniel Stapper

Daniel Stapper is Manager of Pact's Mines to Markets program, which focuses on supporting improvements in the Artisanal and Small-scale Mining Sector ("ASM"). Pact is a large international NGO with over 2000 employees working in over 40 countries around the world. The Mines to Market Program delivers market-based solutions to ensure that mineral supply chains are responsible and adhere to international standards.



Daniel is a geo-scientist, and an expert on Gold Mining – who has worked extensively in Asia, Africa, and South America. Mr. Stapper manages Pact's portfolio on gold projects, from Ghana – to Mali and Mauritania, as well as Indonesia and Ecuador. These projects focus on developing safe and responsible (mercury-free) gold production and trade.

Prior to working with Pact, Daniel worked as a GIS analyst and environmental scientist with Golder Associates Ltd., an environmental engineering consultancy where his focus was Environmental and Social Impact Assessments (ESIAs) for extractive companies, and Environmental Permitting. Prior to this work, Mr. Stapper was a co-founding director of the Artisanal Gold Council, where he co-developed ASGM projects in Indonesia, Ghana, Tanzania, Mali, Burkina Faso and Nigeria. With the AGC, Daniel co-authored the UNEP-funded Publication "Reducing Mercury Use in Artisanal and Small-Scale Gold Mining" - a benchmark publication, and useful document for supporting the responsible small-scale mining. Mr. Stapper is Canadian and shares his time between Quebec and Paris. Mr. Stapper completed an MSc. on Mercury Use and Fate from ASGM in Central Kalimantan, Indonesia (University of Victoria, BC Canada), following a BSc. in biology and geomatics.



Louis Maréchal

He joined the Centre for Responsible Business Conduct of the OECD in September 2014. He specifically works on projects related to the implementation of the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas. Prior to joining the OECD, Louis Maréchal worked for four years with the Ministry of Foreign Affairs of France on issues related to transparency and governance in the mining sector, and security of supply of strategic metals. He started his career with a strategic consultancy firm focusing on the defence and extractives industries. Louis Maréchal holds a master's degree in international relations, with a specialization in the defence industry.





Iris Maria Alexis Van der Veken

Iris Van der Veken is born in Aalst. She studied a Bachelor of Law and International Relations. She lived in USA, Belgium and UAE. She is a sustainability leadership executive, philanthropist and coalition-builder with over 20 years global experience of working in fast-paced environments in technology, diamonds and jewelry, fashion and government. She handled different international roles from Human Resources Manager, Manager Corporate Affairs Global, and interim COO to Director International Public Affairs. A passionate pioneer on driving the 2030 agenda forward. A track record as a leader with purpose on building a team to integrate business, social and environmental best practices in India, China, Thailand, Sri Lanka, Armenia, South-Africa, UAE, Israel, Belgium, USA, Hong Kong, Japan. Proven expertise in corporate and internal communications, high level stakeholder engagement (United Nations, European Commission, Organization for Economic Cooperation and Development, ...), sustainability reporting (global reporting initiative standards -GRI), reputation and risk management. Pioneered the first GRI sustainability report for a leading sightholder in the diamond industry. She was actively involved in the development of the Responsible Jewellery Council (RJC) Code of Practices. She managed the first global RJC pilot audit in partnership with SGS. She was member representative on the Standards Committee for the Diamond Trader, Cutter and Polisher Forum. Established and Chaired the Network of the United Nations Global Compact Belgium in partnership with the Belgian Ministry of Foreign Affairs, Foreign Trade and Development Cooperation. Under her leadership the Belgian team received the Network Award in Copenhagen by the UNGC NY for excellent performance in driving communication and knowledge sharing across borders within the global sustainability landscape Initiated and chaired a CEO working group with leading companies across different industries such as IKEA, BASF, Cartamundi, ... to launch a Children's Rights and Business Principles Forum at the UN Leaders' Summit Architects of a Better World. She chaired the consultative and advisory body to the Office of the Children's Rights Commissioner in Flanders. Headed the OECD Alignment Exercise in the UAE for a gold industry programme to pilot test an assessment methodology for evaluating the extent to which the industry programme was aligned with the detailed recommendations of the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas. She was honored by the former Prime-Minister and Minister of Foreign Affairs, Foreign Trade and European Affairs of Belgium Mr. Didier Reynders for initiating the United Nations Global Compact Network Belgium for her work on promoting corporate social responsibility with a focus on human rights including children's rights and the role of business.

PARTNERS



— INSTITUTIONAL PARTNERS —



Better World - Endowment Fund

Registered at the Paris Prefecture on December 26th, 2019 and published
in the Republican French Official Journal

N0: 2056 on February 15th, 2020

178, Bd Haussmann 75008 Paris - France

Mail: contact@betterworld.fund

www.betterworld.fund