



# BETTER WORLD FUND

MAY 19, 2026 | CARLTON HOTEL, CANNES  
DURING THE CANNES FILM FESTIVAL

## PROGRAM 2026

# Cannes

### EDUCATION & AI

**What legacy are we leaving to future generations?**

How AI is transforming the way childhood is represented, protected,  
and imagined in everyday life and in cinema.

Presented by Manuel Collas de La Roche, President and Founder of Better World Fund and Better World Productions





## MANUEL COLLAS DE LA ROCHE

PRESIDENT & FOUNDER OF BETTER WORLD FUND



“The better world to which we all aspire is within our reach. Deeply humanitarian, I am convinced that together we can move mountains by providing concrete solutions to tomorrow’s challenges.

In 2016, driven by the desire to take part in this movement of awareness, I launched the Better World Fund. ***Yes, there is hope.***

Everywhere in the world, women and men are creating, innovating, and taking action for climate change, social inequalities, culture, and education. The Better World Fund’s ambition is to highlight and financially support these actions that give hope.

The power of art seemed to me an obvious way to raise awareness and inspire global citizens to act for the future of our planet.”

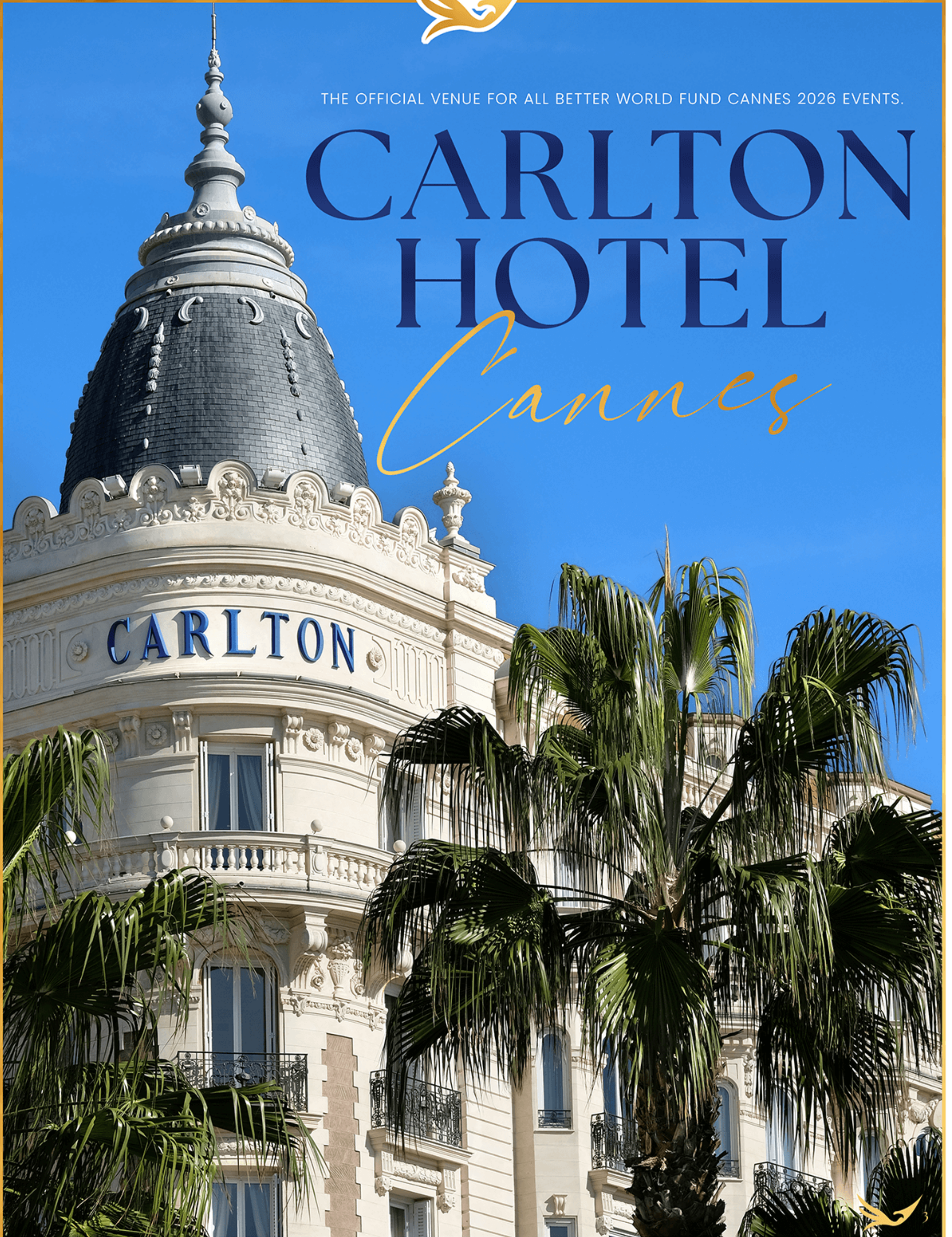






THE OFFICIAL VENUE FOR ALL BETTER WORLD FUND CANNES 2026 EVENTS.

# CARLTON HOTEL *Cannes*







# PROGRAM

MAY 19, 2026 – CARLTON HOTEL

DURING THE CANNES FILM FESTIVAL



## FORUM

10:00 AM – 1:00 PM

### EDUCATION & AI

What legacy are we leaving to future generations?

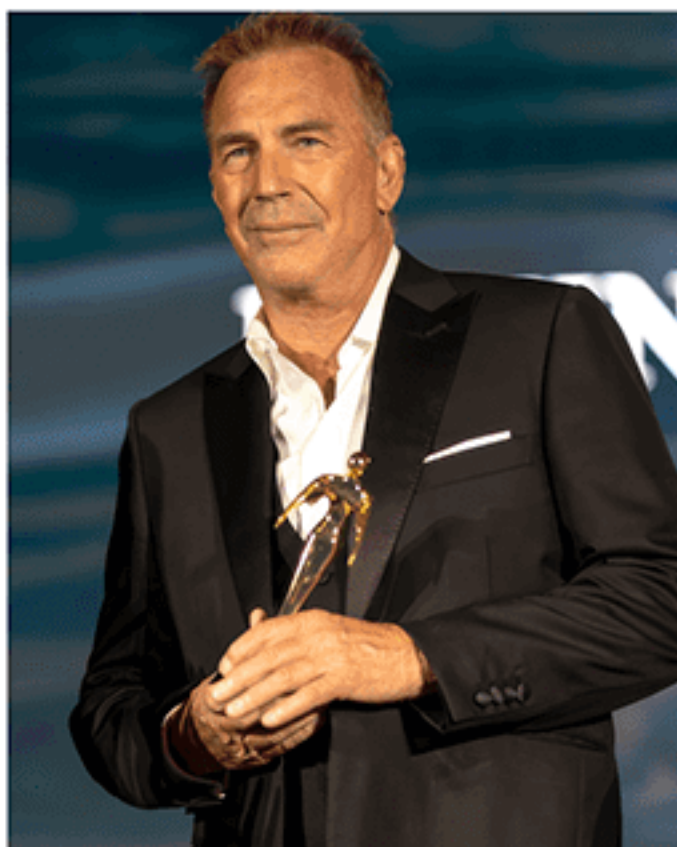
How AI is transforming the way childhood is represented, protected, and imagined in everyday life and in cinema.



## LUNCH

1:00 PM – 2:30 PM

Access restricted to Golden Badge holders.



## GALA FOR HUMANITY

7:30 PM – 12:00 AM

RED CARPET  
CHARITY AUCTION  
BETTER WORLD AWARDS  
CONCERTS





# BETTER WORLD FUND

## EDUCATION & AI

What legacy are we leaving to future generations?

How AI is transforming the way childhood is represented, protected, and imagined in everyday life and in cinema.

Today, cinematic art plays a statutory role as a vehicle for social, educational and environmental values. Raising awareness is an essential pillar of this art form, as is the need to offer greater visibility to artists committed to causes, driven by the desire to have a positive impact on the world.

In this respect, since 2016, through tangible actions, prestigious international events and inspiring cultural programs, we have brought together celebrities, filmmakers and leaders from around the world, driven by the desire to positively influence the future of our society.



OMAR HARFOUCH, KEVIN COSTNER,  
SUSAN SARANDON, MANUEL COLLAS DE LA ROCHE



JACQUELINE ZHENG, JULIETTE BINOCHÉ,  
MANUEL COLLAS DE LA ROCHE



XAVIER VIDAL, SHARON STONE,  
MANUEL COLLAS DE LA ROCHE, DOMINIQUE OUATTARA

## A COMMON MISSION

The Better World Fund is extending an earnest call to all partners, urging them to join forces in championing crucial causes that resonate with the pressing issues of our world today.

Together, we can amplify our efforts to raise awareness and make a lasting impact on the most significant challenges facing our global community. By uniting our strengths and resources, we aim to foster a collective commitment to building a better world for tomorrow. The power of collaboration is unparalleled, and through this united front, we can pave the way for positive change, leaving an indelible mark on the future of our shared humanity.

Join us in this vital endeavor as we strive to create a world that embodies compassion, equality, and sustainability for generations to come.







# GALA FOR HUMANITY

7:30 PM TO 12 AM | CARLTON HOTEL CANNES







# PRIVATE AUCTION

MAY 19, 2026 – CARLTON HOTEL

IN SUPPORT OF PARTNER CHARITIES.



AUCTION CATEGORIES INCLUDE:

ARTWORKS

LUXURY EXPERIENCES

TRAVEL EXPERIENCES

Conducted with Tessier Sarrou and Artlys Patrimoine.







# SEATING & PACKAGES

MAY 19, 2026 – CARLTON HOTEL

A PERCENTAGE OF SEAT SALES, TABLE RESERVATIONS, AND SPONSORSHIPS  
WILL BE DIRECTLY DONATED TO THE LA PRINCESSE MURAT NGO.

(PRICES INCLUDE VAT)



Ambassador  
*Regular Seating*

- **Seat: €2.400**
- **Table: €24.000**



Great Patron VIP

*Includes priority event access, Golden Area seating, exclusive gifts, lunch, and proximity to Presidential table.*

- **Seat: €3.600**
- **Table: €36.000**



Presidential

*Includes priority access to the event and Red Carpet, Golden Area VIP seating closest to the stage, exclusive gifts, lunch, and Airport transfers between Nice and Cannes upon arrival and departure.*

- **Seat: €6.000**

**PAY ONLINE**

SECURE PAYMENT VIA STRIPE.







# VIP PACKAGE

MAY 19, 2026 – CARLTON HOTEL

BETTER WORLD FUND | CANNES FILM FESTIVAL



## Presidential Seating

*Includes access to our most prestigious table in the golden section, alongside prominent celebrities, leaders and business people. A seat at this table also guarantees fast access to the event to avoid cues, priority access to the red carpet and exclusive gifts.*

### Includes :

- Private access to avoid cue
- Exclusive gifts
- Priority Red Carpet Access
- Seat next to celebrities
- Golden Area



## Official Cannes Film Festival Red Carpet

*Walk in the footsteps of the world's greatest film stars on the legendary steps of the Palais des Festivals.*

### Includes :

- Official Photographers
- Hair & Makeup
- Accredited Transportation



- **VIP Package: €16.800**



## CONTACT

PLEASE CONTACT OUR COMMERCIAL TEAM TO  
BOOK VIP PACKAGE ACCESS







# BETTER WORLD AWARDS



## Best Commitment Award

Honors individuals who have made extraordinary contributions to a specific cause.

### Beneficiaries:

- S.A.S Prince Albert II of Monaco
- Hon. Senator Simon Stiell
- Chief Raoni
- David Lynch
- Arisa
- Patrick Doherty
- Jeremy Piven
- Keni Silva
- Elisabeth Moreno,  
*Former Minister French Government*
- H.E Eliza Reid,  
*First Lady of Iceland*
- Kevin Costner
- Catherine Deneuve



## Best Achievement Award

Rewards concrete actions taken as part of social and humanitarian initiatives.

### Beneficiaries:

- Mary J Blidge
- Joanna Plafsky
- Euzhan Palcy
- Dr Tani Al Zeyoudi,  
*Former Minister of Environment UAE*
- Nadine Labaki
- Susan Sarandon
- Sonia Guajajara,  
*Minister of Indigenous Peoples of Brazil*
- H.E Tamara Vučić, *First Lady of Serbia*
- Isabelle Huppert
- H.R.H Vacharaesorn Vivacharawongse
- Mark Peine & Christian Vosseler
- David Wood



## Best Engagement Award

Recognizes people who have engaged, inspired, and mobilized for a cause.

### Beneficiaries:

- H.E Dominique Ouattara,  
*First Lady of Ivory Coast*
- Mira Nair
- Kevin Spacey
- Amruta Fadnavis
- Lang Lang
- Sharon Stone
- H.E Sheikh Ahmed Bin Faisal Al Qassimi
- Nandita Das
- Chiara Tilesi





# BETTER WORLD AWARDS







# OUR PREVIOUS PROGRAMS

The Better World Fund has truly illuminated the global stage through its programs, leaving an indelible mark on some of the most prestigious events across the world. From the glamorous Cannes Film Festival, where luminaries such as Sharon Stone, Juliette Binoche or Leonardo DiCaprio lent their support, to the enchanting Venice Film Festival, graced by the presence of icons like Catherine Deneuve, Kevin Costner, Susan Sarandon and Isabelle Huppert, the Fund has consistently shone a light on important causes.

Its impact has resonated far and wide, through these influential gatherings, the Better World Fund has harnessed the power of collaboration, sparking a global conversation about building a more sustainable future. Since its inception, the Better World Fund has aided and raised awareness for several foundations on a global scale, including :

**2025** | Cannes Film Festival  
Salaam Baalak Trust (Delhi), highlighting  
Amma's foundation, Embracing the World

**2024** | Venice Film Festival  
Fondazione Donà dalle Rose  
  
Cairo 2024  
Hope Giver Campaign Opening Ceremony  
  
Cannes Film Festival  
Lang Lang International Music Foundation

**2023** | Venice Film Festival  
Fondazione Donà dalle Rose  
  
Cairo 2024  
Hope Giver Campaign Opening Ceremony  
  
Cannes Film Festival  
Lang Lang International Music Foundation  
  
Cannes Film Festival  
Lang Lang International Music Foundation

**2022** | Venice Film Festival  
Fondazione Donà dalle Rose  
  
Cannes Film Festival  
Lang Lang International Music Foundation  
  
Cannes Film Festival  
Lang Lang International Music Foundation

**2021** | Venice Film Festival  
Fondazione Donà dalle Rose  
  
Cairo 2024  
Hope Giver Campaign Opening Ceremony  
  
Cannes Film Festival  
Lang Lang International Music Foundation

**2020** | Venice Film Festival  
Fondazione Donà dalle Rose

**2019** | Venice Film Festival  
Fondazione Donà dalle Rose  
  
Cairo 2024  
Hope Giver Campaign Opening Ceremony  
  
Cannes Film Festival  
Lang Lang International Music Foundation

**2018** | Venice Film Festival  
Fondazione Donà dalle Rose  
  
Cannes Film Festival  
Lang Lang International Music Foundation

**2017** | Venice Film Festival  
Fondazione Donà dalle Rose

**2016** | Venice Film Festival  
Fondazione Donà dalle Rose





# THE BETTER WORLD AWARDS

CREATED BY THE ITALIAN ARTIST DANTE MORTET

Dante Mortet, a fifth-generation master chaser from a historic Roman workshop, creates "inner portraits" of cinema's greatest figures. By molding original casts into bronze sculptures, Mortet captures more than just physical gestures; he captures the emotion and identity of the artist. Each piece is born from a personal dialogue, translated into bronze through intricate details—a crease, a tension, or a symbolic object—that reflect the subject's soul.

This exhibition highlights iconic figures Mortet has immortalized in person: Martin Scorsese, Robert De Niro, Anjelica Huston, Kirk Douglas, Ennio Morricone, Jennifer Jason Leigh, Kurt Russell, and Quentin Tarantino. These are the hands that have directed, performed, and composed; the hands that have built entire worlds.

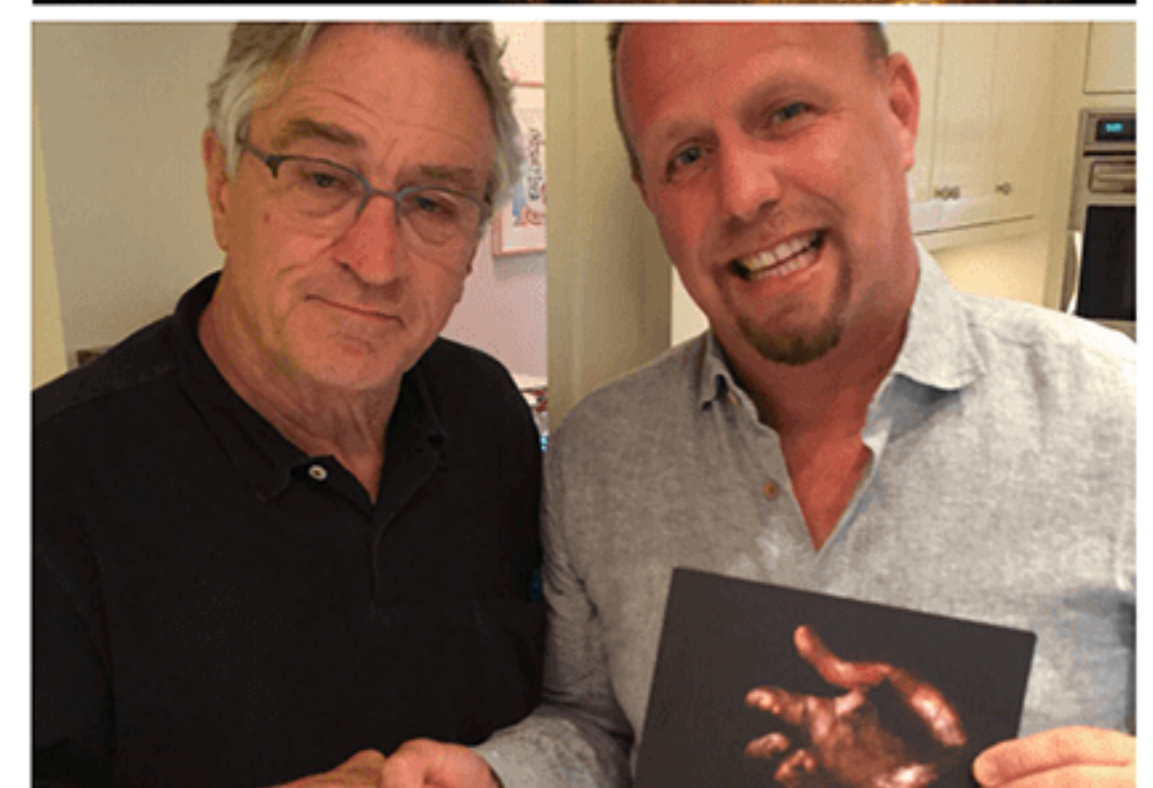
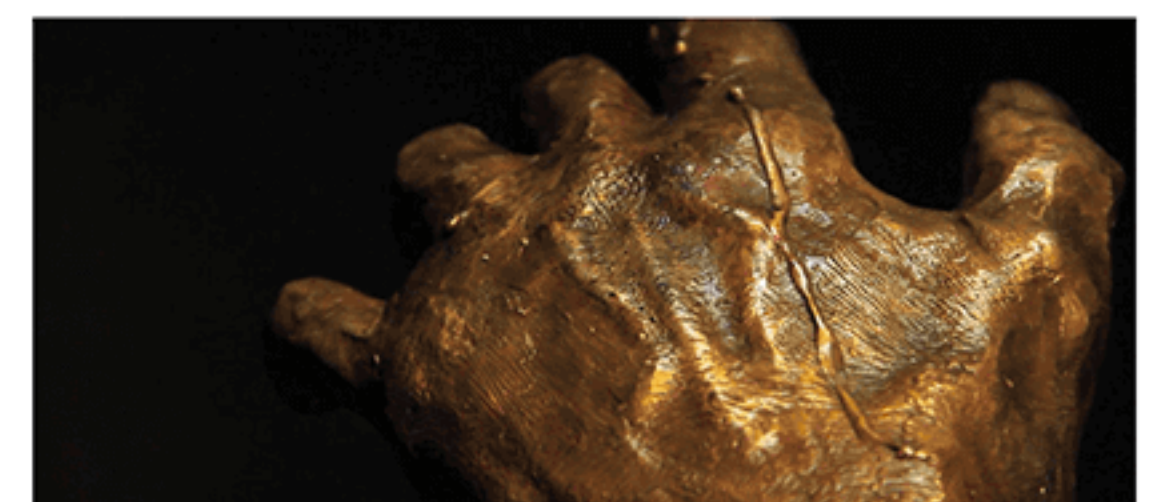
Beyond these leading figures, Mortet's collection serves as an atlas of contemporary cinema, featuring Dustin Hoffman, Tim Roth, Walton Goggins, Kevin Spacey, Michael Madsen, Samuel L. Jackson, and Bruce Dern. This "bronze firmament" offers a fresh perspective on these personalities through the deeply Italian language of sculpture.

Rooted in tradition but speaking to the future, Mortet's craft-driven approach ensures these iconic gestures become eternal witnesses of our creative era. His work, celebrated for its passion and technical mastery, is now featured in prestigious international collections and institutions worldwide.



## Hands of Personalities Sculpted by Dante Mortet

ROBERT DE NIRO	JENNIFER JASON LEIGH
MARTIN SCORSESE	ENNIO MORRICONE
DUSTIN HOFFMAN	KEVIN SPACEY
QUENTIN TARANTINO	ANDREA BOCELLI
SAMUEL L. JACKSON	PELÉ
KURT RUSSELL	ZLATAN IBRAHIMOVIĆ
BRUCE DERN	JAVIER ZANETTI
TIM ROTH	THIAGO SILVA
WALTON GOGGINS	HUGO SÁNCHEZ
LOU FERRIGNO	JULIO CÉSAR
OPRAH WINFREY	DIDIER DROGBA
FRANKIE VALLI	EDINSON CAVANI
KIRK DOUGLAS	PATRICK DOHERTY
ANJELICA HUSTON	KENI SILVA







# OUR LAST EDITIONS







# SPONSORSHIP TIERS & BENEFITS

BETTER WORLD FUND | CANNES FILM FESTIVAL

THE SPONSOR PAY A PERCENTAGE DIRECTLY TO THE FOUNDATION FOR ITS CHARITABLE ACTIVITIES.

## BWF SPONSORSHIP BENEFITS

	SILVER €60,000	GOLD €84,000	PLATINUM €120,000	CO-CHAIR €264,000
<b>Cannes Film Festival Official Red Carpet</b>				
• Access May 20th at 6pm (Official Car, Hair, Make-up)	0	2	3	4
<b>Golden Area Seats</b>				
• Great Patron VIP seats	10	10	20	30
• Presidential seats	0	2	3	4
<b>Brand Visibility</b>				
• Logo on photocall	YES	YES	YES	YES
• Logo on the LED screen slideshow during the gala dinner	YES	YES	YES	YES
• Logo on all BWF social media platforms	YES	YES	YES	YES
• Logo feature in the BWF official film	YES	YES	YES	YES
• Logo feature in the Herflix livestream	NO	YES	YES	YES
• Logo and editorial page in printed catalog placed on dinner tables	1 PAGE	1 PAGE	1 PAGE	2 PAGE
• Brand mention in the press release sent to all media	YES	YES	YES	YES
• Opportunity to give a gift (gift bag or auction)	YES	YES	YES	YES
• Screening of a 2-minutes brand film during dinner program	NO	NO	YES	YES
• Event co-chair mention in all communication	NO	NO	NO	YES
<b>Program Participation</b>				
• Opportunity for Masterclass speakers	NO	NO	2 SPEAKERS	3 SPEAKERS
• Opportunity to offer / receive a BWF award	NO	OFFER	OFFER/RECEIVE	OFFER/RECEIVE

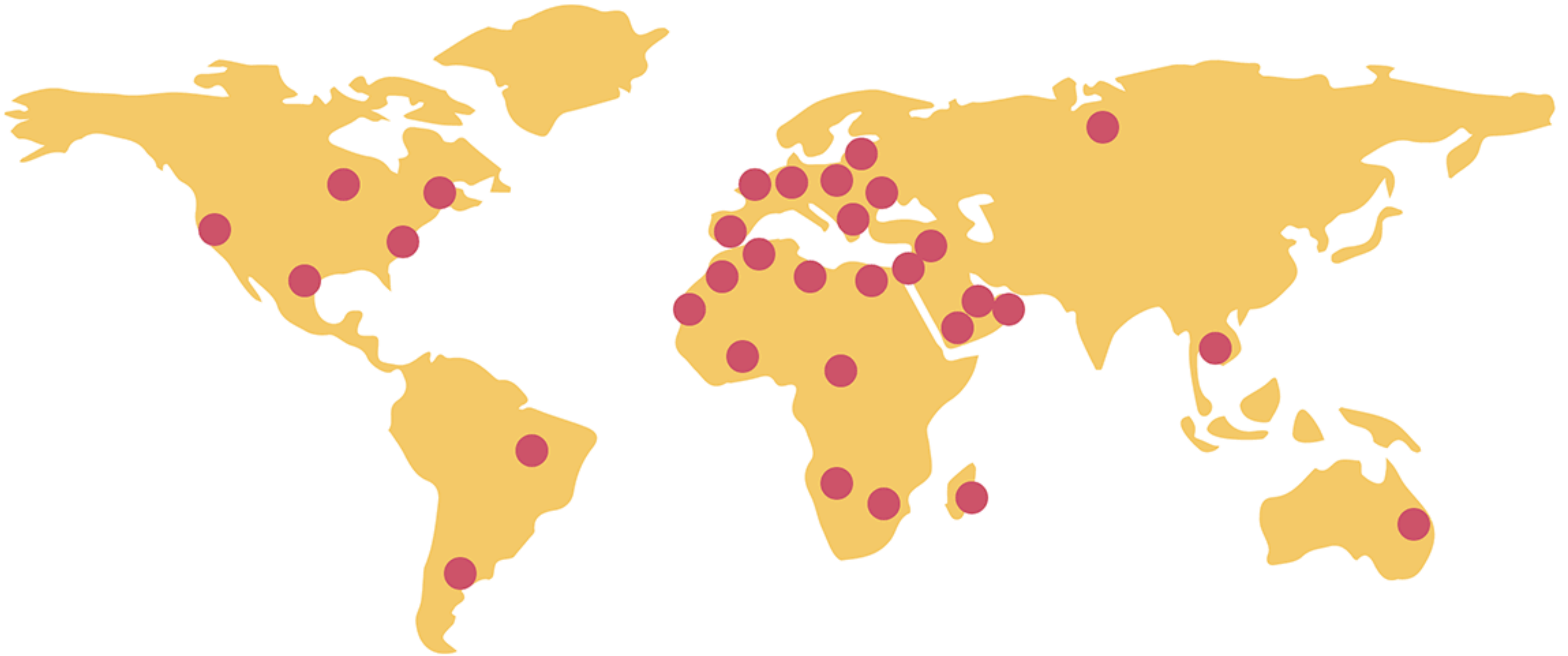
CONTACT





# MEDIA COVERAGE IN MORE THAN 53 COUNTRIES

WRITTEN PRESS, TELEVISION, RADIO, LIVESTREAM



RTL.DE



鳳凰網  
IFENG.COM

LUXURY INVESTMENT  
MAGAZINE



RINASCIMENTO  
MAGAZINE



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parole  
PARIS



Purepeople

ELLE M E S

FAB UK  
MAGAZINE

QATAR-MEDIA.TV

CELEBRE MAGAZINE  
WORLD



InStyle





# HERFLIX

## LIVE STREAM DATA

### Cannes 2023 Across the Globe - Live Stream



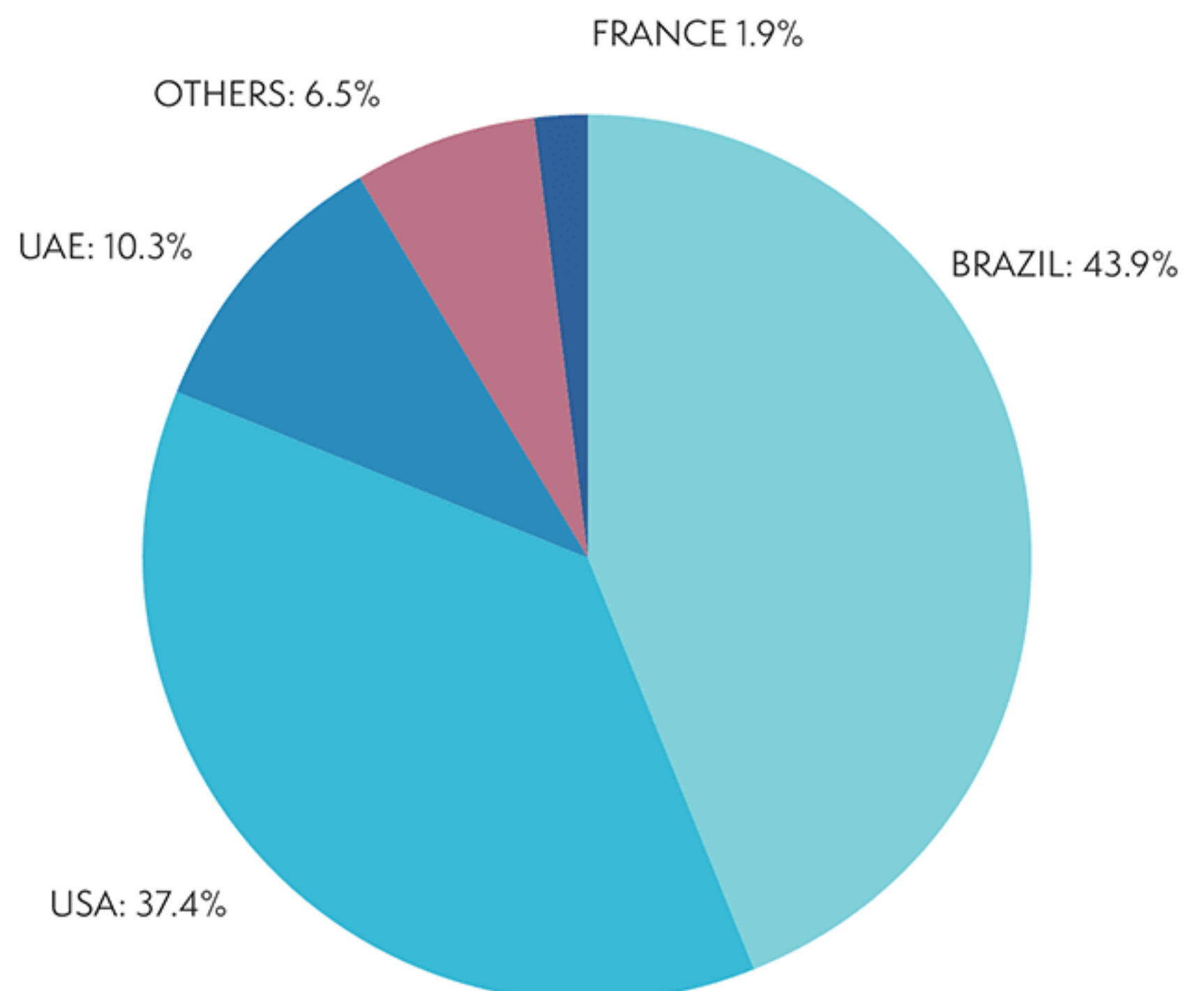
IMPRESSIONS	REACH	LINK CLICKS	CTR
1,857,888	1,152,837	50,162	2.70%



LIVE STREAM VIEWERSHIP  
**46,824 Viewers**



DEMOGRAPHICS  
**In Over 53 Countries**







# PROOF OF CONCEPT



**Cannes Film Festival 2016**  
Denis Mukwege Foundation, under the  
High Patronage of UNESCO



**Cannes Film Festival 2017**  
Safe World Peace Foundation



**Cannes Film Festival 2018**  
Wheeling Around the World Foundation



**Cannes Film Festival 2019**  
Green Cross France & Territories



**New York City 2019**  
The Amazon supporting Chief Raoni



**Venice Film Festival 2020**  
Al Amal by Dr. Amani Balloun (Roi Baudouin Foundation)



**Monaco 2018**  
Cousteau Society, under the High Patronage of H.S.H.  
Prince Albert II of Monaco



**Cairo 2019 WORLD FORUM**  
The Environment, the Oceans and  
Women's empowerment



**Venice Film Festival 2022**  
The David Lynch Foundation



**Cannes Film Festival 2021**  
René Moawad Foundation



**Dubai World Expo 2021**  
The Sea Cleaners, under the High Patronage of the  
French Embassy in United Arab Emirates



**Cannes Film Festival 2024**  
Long Lang International Music Foundation



**Cannes Film Festival 2023**  
The Amazonia Fund Alliance & the Akbaraly Foundation



**Venice Film Festival 2023**  
The Maria Callas Foundation



**Paris 2023**  
The Chair for Disability and Occupational Health



**Cairo 2024**  
The Hope Giver Campaign Opening Ceremony  
by Anwar Elkamony



**Venice Film Festival 2024**  
Donà delle Rose Foundation



**Cairo 2023**  
The Hope Giver Campaign by Anwar Elkamony to benefit  
the Bahaya Foundation





# BETTER WORLD FUND

## BOARD OF DIRECTORS



MANUEL COLLAS DE LA ROCHE  
President & Founder



ANTHONY LAROCHE  
Vice-President



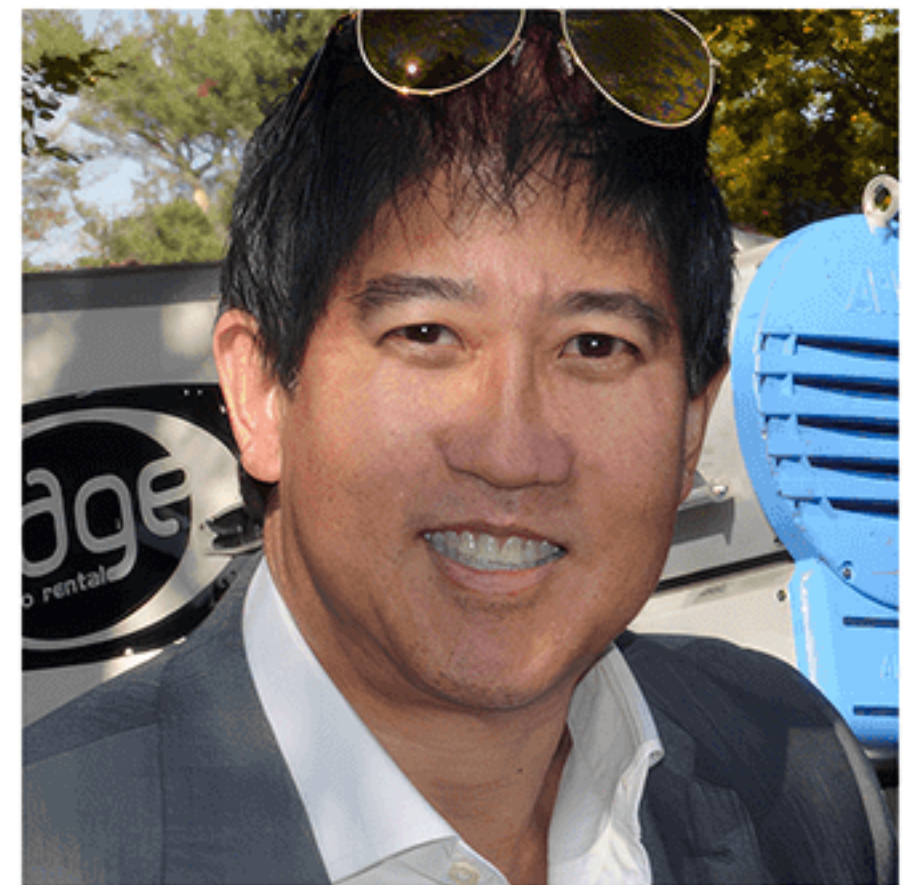
GILLES MUZAS  
Secretary general



ELIZABETH PLATT  
Education



H.R.H. PRINCESS BEATRICE DE BOURBON  
DES DEUX SICILES



STEPHEN MAO  
VP Investor Relations



VALENTIN CASTELLANI-QUINN  
Executive Producer  
VP Head of VIP Relations



MARLON MARTINEZ GERENA  
Assistant of Manuel Collas de La Roche





BETTER WORLD FUND  
THROUGH THE YEARS





# BETTER WORLD FUND

CONTACT US



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