



BETTER WORLD FUND

COUNTRY OF HONOR
EGYPT



جمهورية مصر العربية
وزارة الخارجية والهجرة
وشؤون المصريين بالخارج
Ministry of Foreign Affairs, Emigration and Egyptian Expatriates

PROGRAM 2026

Cannes

MAY 18, 2026 | COPAL BEACH
DURING THE CANNES FILM FESTIVAL

IN ASSOCIATION WITH
THE HOPE GIVER CAMPAIGN





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.”





IN ASSOCIATION WITH THE HOPE GIVER CAMPAIGN



ANWAR EL-KAMOUNI

Anwar El-Kamony, founder of the Hope Giver Campaign, is the first athlete to achieve an international tennis ranking after a bone marrow transplant operation, a book author and speaker. He has been honored by many cancer and educational organizations in Egypt and abroad.

Now he continues to inspire millions through his initiative the worldwide campaign "Hope Giver" aiming to spread hope and inspired by his own story of overcoming adversity.





THROUGH THIS EVENT BWF IS SUPPORTING

AI NAS HOSPITAL IN CAIRO

Al Nas is a new charitable hospital for children located in the very densely populated Shubra El Kheima area, north of Cairo, in Qalyubia governorate, one of the largest area and population governorates of the Greater Republic.

Under the leadership of CEO Ayman Abbas, this hospital is considered one of the largest distinguished medical centers in the Arab region and Africa, with a capacity reaching about 600 beds. It should be noted that the hospital's five buildings have been completely completed in terms of construction, finishing, and equipping on an area of 30,000 m² containing, in addition to the new services building, the following:

- 557 Hospital Beds
- 10 Operation Rooms
- 140 Intensive Care Units
- 4 Cardiac Catheterization Units
- 48 Outpatient Clinics

This hospital is proud to serve all patients for free as of September 2019, as it started its activities and services in the children's heart diseases building first, as these diseases cause the death of nearly half of all deaths from all diseases in Egypt. In addition, there are long waiting lists for these surgeries.

These services are 100% free according to the best and latest standards and technologies. After we succeeded in attracting the best professional cadres of doctors, specialists, nursing teams, and technicians necessary to work in this hospital equipped with the latest medical equipment, under the guidance of CEO Ayman Abbas.





THROUGH THIS EVENT BWF IS SUPPORTING

THE WOMEN'S REFUGEE COMMISSION (WRC)



The Women's Refugee Commission (WRC) works to protect and empower refugee and migrant women and girls around the world. For more than 35 years, WRC has partnered with displaced communities to ensure that women and girls are safe, healthy, and able to shape their futures. We center their voices and leadership, advocate for policies that uphold their rights, and promote practical solutions that strengthen their self-reliance.

WRC is widely recognized by UN agencies, governments, and humanitarian organizations for its expertise, principled approach, and measurable impact.



Today, our work is more urgent than ever. Sweeping policy changes and major funding cuts by the United States and other governments are triggering a global humanitarian crisis. Critical programs are closing, asylum pathways are shrinking, and essential protections for displaced women and girls are disappearing—leaving many exposed to exploitation, abuse, and neglect.

WRC is the only organization dedicated to tracking these impacts and advancing solutions that protect and empower women and girls in displacement, in the United States and worldwide. By shining a light on this crisis and advocating for effective, evidence-based responses, WRC works to ensure that displaced women and girls have the support, resources, and opportunities they need to recover, rebuild, and move forward with dignity and independence.





BETTER WORLD FUND

ARTIFICIAL INTELLIGENCE FOR A BETTER WORLD

Using AI To Build a Cleaner, Fairer and More Prosperous World For All

COPAL BEACH, 18 MAY 2026 (10:00 – 13:00)

Unlock the Future! Join our exclusive Masterclass on “AI for a Better World” on 18 May 2026 in the glamorous sea-front terrace of the iconic Copal Beach of Cannes. Join visionary leaders, diplomats, impact investors, forward-thinking entrepreneurs and passionate advocates of Peace, Sustainability, Longevity & Technology to discuss how AI can create a better world.

Building on last year’s masterclass on “AI for Sustainability” (see full report in the link below), this exclusive Masterclass is a unique opportunity to explore the vast potential of AI for Good. Our expert speakers will delve into the latest advancements in AI and its applications, showcasing real-world examples of how this technology is transforming industries and communities to accelerate sustainable development, environmental regeneration, healthcare, innovation and new economic opportunities.

This by-invitation-only Masterclass is designed for a select audience of high-level professionals, entrepreneurs, and influencers who are eager to harness the power of AI for the greater good.



MASTERCLASS MODERATED BY ENZO DI TARANTO

A recipient of the BWF “Award for Best Commitment”, Enzo di Taranto conducts world-class masterminds during UN Climate Summits (NY, Paris, Geneva and Dubai), Art and Fashion Weeks (Miami and Milano), Film Festivals (Venice and Cannes), and Formula 1 Grand Prix (Miami & Monaco). A former Campaign-Manager of the United Nations Secretary-General in New York, Enzo di Taranto has 30+ years of experience in global diplomacy and sustainable development. Currently, he’s the President of XZEN Technologies Inc. (USA). He hosts both CIRCLE X “Green Trillion Club” and the world-leading eco-podcast PLANET GOLD.

See last year’s “AI for Sustainability” report here: <https://xzen.tv/publishing>

For speaking engagement opportunities and reservations,
please email: contact@betterworld.fund cc founder@xzen.tv





BETTER WORLD FUND

MASTERCLASS CANNES 2026

Official Speakers

MODERATOR



Guila Clara Kessous
Peace Ambassador & UNESCO Artist for
Peace

MODERATOR



Enzo Di Taranto
Former Campaign-Manager of the United Nations
Secretary-General in New York & President of XZEN
Technologies Inc. (USA)



H.E. Tarek Dahroug
Ambassador of the Arab Republic of
Egypt to France



H.E. Sameh Choukri
Minister of Foreign Affairs of Egypt



H.E. Rania Al-Mashat
Minister of Planning and International
Cooperation



H.E. Gihane Zaki
Minister of Culture of Egypt



Dr. Khaled El-Anani
General Director, UNESCO



H.E. Sherif Fathy
Minister of Tourism and Antiquities of Egypt





BETTER WORLD FUND

MASTERCLASS CANNES 2026

Official Speakers



Aliaa Elserafy
Spouse of the Ambassador of the Arab Republic of Egypt to France



Naglaa Abdul Salam
Spouse of the Egyptian Minister of Foreign Affairs and Head of the Welcome Egypt Initiative



Anwar El Kamouny
CEO of The Hope Giver Campaign



Isabelle Lonvis Rome
French Ambassador for Human Rights for the President Macron. Former Minister



Sarah El Haïry
Ambassador for Children to the French Government



Najat Vallaud Belkacem
Appointed Senior Advisor to the French Court of Auditors. Former Minister



Nandana Sen
Film director from the US, Board Member of the Women's Refugee Commission



Drew Dilkens
The Mayor of Windsor (England)



Dr. Daniel Pompa
Renowned figure in the health and wellness realm

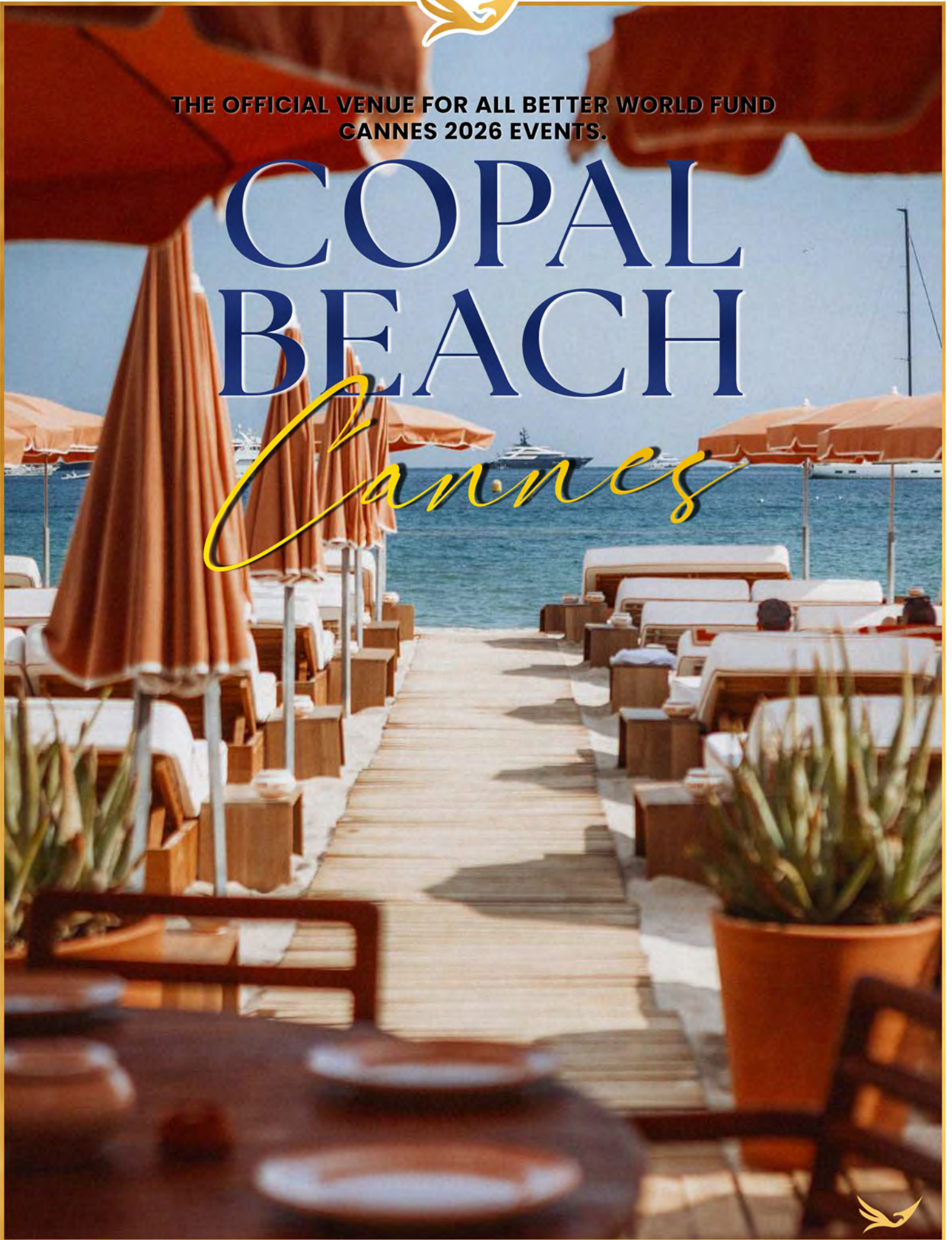




THE OFFICIAL VENUE FOR ALL BETTER WORLD FUND
CANNES 2026 EVENTS.

COPAL BEACH

Cannes





PROGRAM

MAY 18, 2026 – COPAL BEACH
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

DJ PARTY FROM MIDNIGHT TO 1:30 A.M.





BETTER WORLD FUND

ARTIFICIAL INTELLIGENCE & OUR YOUTH

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.

We will examine how to collectively invest into our children to help shape their values so that they may become our future leaders. In an unimagined world of Artificial Intelligence, instability of oversight and unethical abuses of power, it's easy to overlook our most precious resource, the future minds of our youth.

Better World Fund asks the question: How does Artificial Intelligence (AI) play a role in shaping the minds of our children?



KEVIN COSTNER, SUSAN SARANDON,
MANUEL COLLAS DE LA ROCHE



JACQUELINE BISSET, JULIETTE BINOCHÉ,
MANUEL COLLAS DE LA ROCHE



SEAN PENN, 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 | COPAL BEACH





PRIVATE AUCTION

MAY 18, 2026 – COPAL BEACH

IN SUPPORT OF PARTNER CHARITIES.



AUCTION CATEGORIES INCLUDE:

ARTWORKS

LUXURY EXPERIENCES

TRAVEL EXPERIENCES

Conducted with Tessier Sarrou and Artlys Patrimoine.





SEATING & PACKAGES

MAY 18, 2026 – COPAL BEACH

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: €3.000**
- **Table: €30.000**



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

- **Seat: €4.000**
- **Table: €40.000**



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: €7.000**

PAY ONLINE

SECURE PAYMENT VIA STRIPE.





VIP PACKAGE

MAY 18, 2026 – COPAL BEACH

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





OUR LAST EDITIONS



2025

CANNES, CARLTON HOTEL
— GALA DINNER May 20th 2025



2025

CANNES, CARLTON HOTEL
— MASTERCLASS May 20th 2025



2024

CANNES, CARLTON HOTEL
— GALA DINNER May 15th 2024



2024

CANNES, CARLTON HOTEL
— MASTERCLASS May 16th 2024



2024

VENICE, CIPRIANI HOTEL
— September 5th, 2024



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
Cannes Film Festival Official Red Carpet • Access May 20th at 6pm (Official Car, Hair, Make-up)	0	2	3	4
Golden Area Seats • Great Patron VIP seats	10	10	20	30
• Presidential seats	0	2	3	4
Brand Visibility • 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
Program Participation • 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





HERFLIX LIVE STREAM DATA

Cannes 2023 Across the Globe - Live Stream



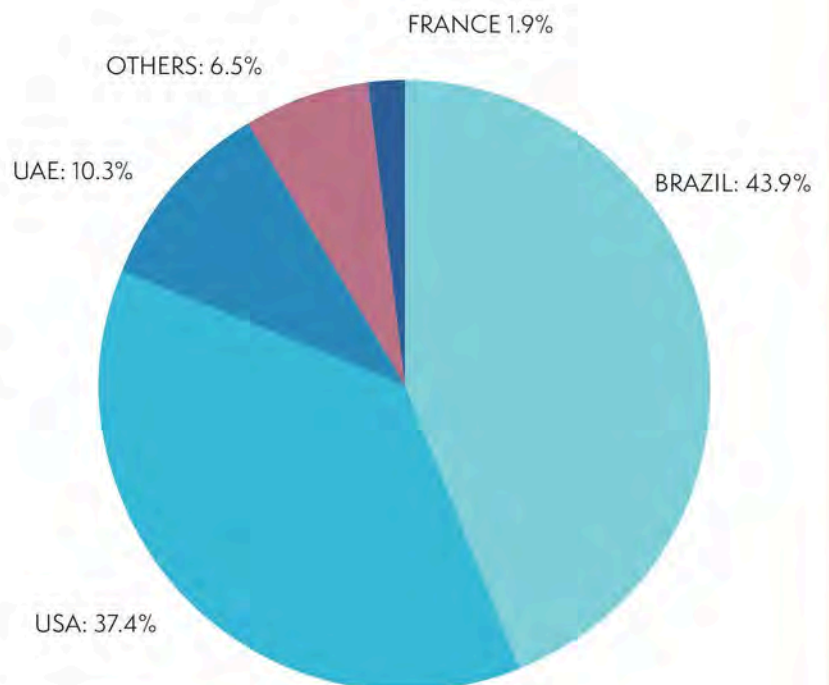
IMPRESSIONS	REACH	LINK CLICKS	CTR
1,857,888	1,152,837	50,162	2.70%



LIVE STREAM VIEWERSHIP
46,824 Viewers



DEMOGRAPHICS
In Over 53 Countries

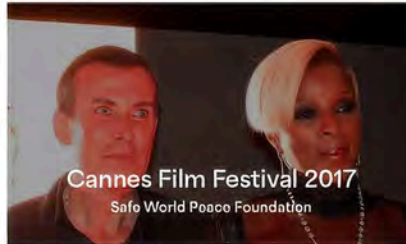




PROOF OF CONCEPT



Cannes Film Festival 2016
Donis Mukwogo Foundation, under the
High Patronage of UNESCO



Cannes Film Festival 2017
Safe World Peace Foundation



Cannes Film Festival 2018
Whoeling 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 Ballour (Roi Baudouin Foundation)



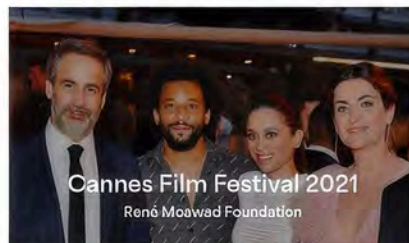
Monaco 2018
Cousteau Society, under the High Patronage of H.S.H.
Prince Albert II of Monaco



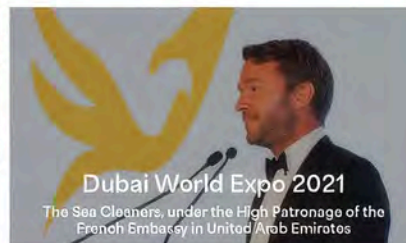
Cairo 2019
The Environment, the Oceans and
Women's empowerment



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



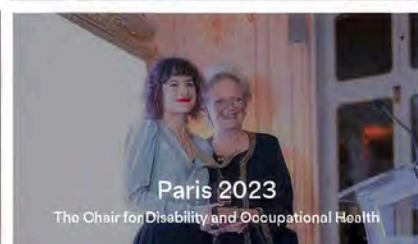
Cannes Film Festival 2024
Lang Lang International Music Foundation



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 Bahoya Foundation





BETTER WORLD FUND

CONTACT US



WEBSITE



EMAIL



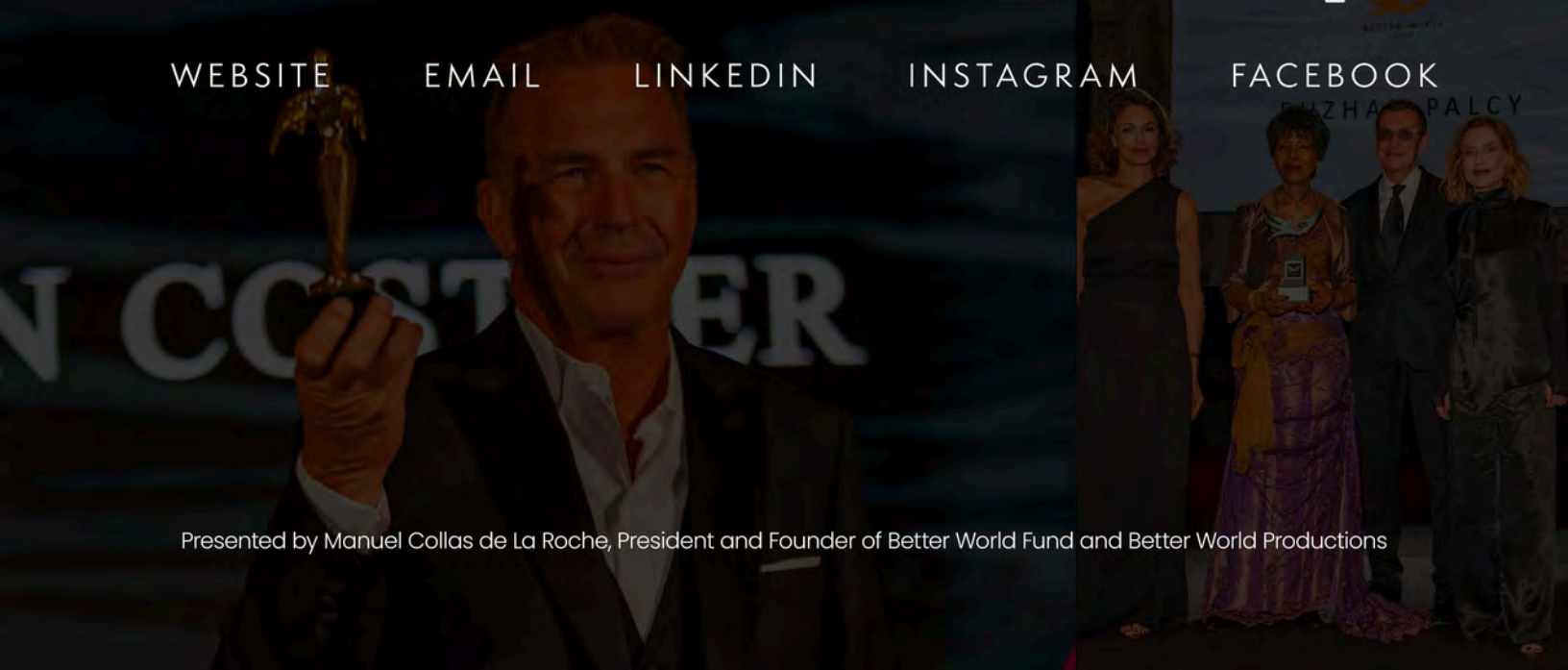
LINKEDIN



INSTAGRAM



FACEBOOK



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