

# MEETING WITH THE SUSTAINABLE DEVELOPMENT PIONNEERS

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AROUND THE WORLD IN 80 PEOPLE

## SYNOPSIS

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**With Yann Arthus-Bertrand, Photographer**  
**& Author of « Earth from Above »**





# The Team

A fresh, complementary & dynamic approach

Sylvain Darnil  
23 years old



*What gathers us ?*

## **Entrepreneur's state of mind**

Entrepreneur's Master Degree in our Business School  
6 months full-time preparing the project

## **International Dimension**

5 languages spoken  
International Experiences (Brazil, USA, Germany)

## **Complementarity**

Mathieu Le Roux  
25 years old



- Master in Sciences of Management –  
2001 (ESSCA)
- 2 and ½ year of professional experience  
(Financial Analysis).
- Responsibilities in Development  
Association (Nepal-Brazil)
- Photo practice for 7 years
- English, Portuguese & German spoken

- Master in Sciences of Management –  
2001 (HEC)
- 2 and ½ year of professional experience  
(Marketing and Consulting).
- Responsibilities in creation and edition of  
student publications.
- English, Portuguese & Spanish spoken.





# Our Mission

## Sustainable Development : It's practical !!

### What we think...

We believe that the **practical initiatives** of sustainable development aren't broadcasted enough to a large audience and those that are, not always the most relevant. To far too many, **Sustainable Development maintains an image of an inapplicable theory**. Without practical illustrations showing its efficiency, it can raise indifference or even suspicion.

### What we do...

**Demonstrate that a sustainable world is possible by studying real sustainable development initiatives and the men and women who initiate them.** That includes :

- **Define** and select relevant initiatives
- **Analyze** its goals, means and results
- **Understand** the drivers of the entrepreneur's motivation.

Thanks to the help of experts, as well as through active research, we will **study innovative projects and select the best practices** with the following aspects: originality, accessibility and duplicability. Then, we'll **check locally**, thanks to the help of NGOs the true level of commitment of the project. Finally, we'll **meet the entrepreneur** to understand his or her motivations, as well as the practical results of their individual projects/businesses."

### What we look for...

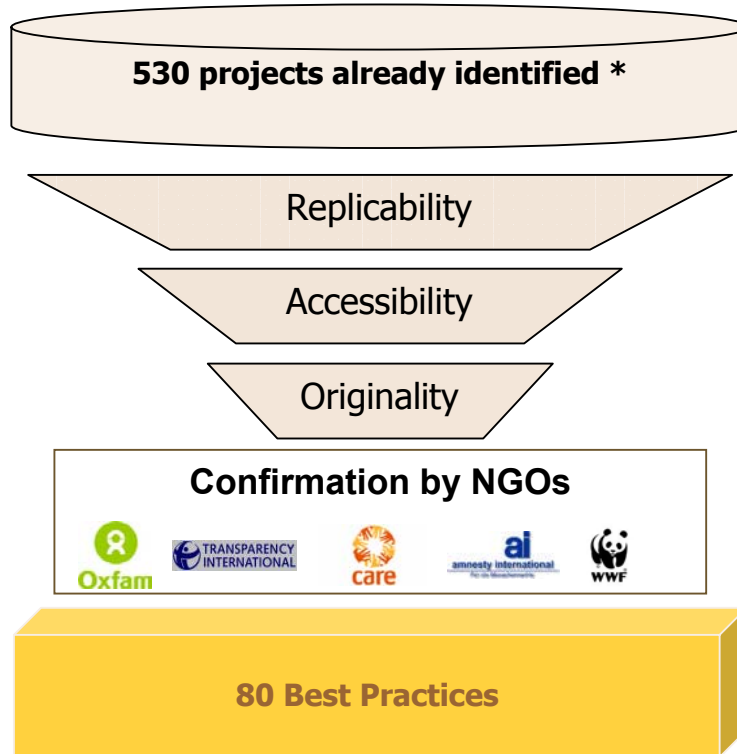
**Our main goal is to convince that a sustainable world is possible; applying new methods and convincing everyone (as a manager, consumer, investor or citizen) is a potential change maker.**





# The Cast (1/2)

## Best-Practices...



**Beware of false good ideas !!!**

### Select the « best practices »

- Identify a high number of projects
- Keep room for on-site discoveries
- Select the most meaningful ones



# The Cast (2/2)

... led by amazing people.

**More than best-practices, we'll try to meet with men and women of exception**

**Communicative Optimists**

**Pragmatics for human results**

**Changemakers**

**Entrepreneurs looking for  
reasonable compromises**





# Press support

## Portraits and Articles in French Media

### 1 Portait every month in 20 Minutes (1 page)



*2nd parisian newspaper  
400.000 copies / 1.2 Millions readers*

### 2 Portraits and Articles on Website



*wanadoo 1st French Internet Portal*

### 3 Articles in Ouest France and JGE



*1st French newspaper  
800.000 copies / 2.3 Millions readers*



*Major student newspaper  
25.000 copies / 80.000 readers*





# Other major supports

## Restitution de notre reportage

### 1 A book on Sustainable Development : Stakes and Solutions



*Founder of « Ojectif Terre », a french daily short TV program on SD*



*Yann Arthus-Bertrand, Photographer, Author of « Earth from Above »*

### 2 TV Program

Projects of 26 or 52 minutes documentary for French TV

### 3 Conferences and Expositions

Already planned with our financial and technical supports.





# An organised initiative (1/2)

## A scientific comitee

Working with



writer of « Objectif Terre », French National Short TV Program

On the basis of the « **Around the World in 80 People** » association which goals are to « demonstrate that a sustainable world is possible by studying real sustainable development initiatives and the men and women who initiated them ».

**With Yann Arthus-Bertrand / Photographer and Author of « Earth from Above ».**

**Maximilien Rouer**, Chairman Becitizen, *member of the French National Council on Sustainable Development.*

**Tokia Saïfi**, French State Secretary of Sustainable Development

**in partnership with :**







# An organised initiative (2/2)

## A powerful NGO network



**The World Wildlife Fund** has more than 4.7 million members around the world. The organisation has an operational network in 96 countries coordinating 12.000 programs of nature protection.



**Amnesty International** works in nearly a 100 countries promoting human rights. It has more than a million members and supporters in over 140 countries and territories.



**Care International** fights poverty and is worldwide recognized for the quality of its actions and engagements. Located in nearly all the developing countries, it helps each year more than 45 Million people with its 12.000 employees.

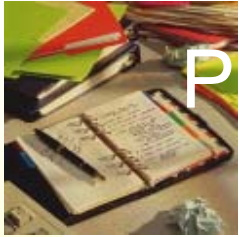


**Transparency International**, located in 90 countries, it is the main International NGO dedicated to fight bribery and corruption, one of the first condition for a sustainable development.



**Oxfam International** is a confederation of 12 organizations working together in more than 100 countries to find lasting solutions to poverty, suffering and injustice.



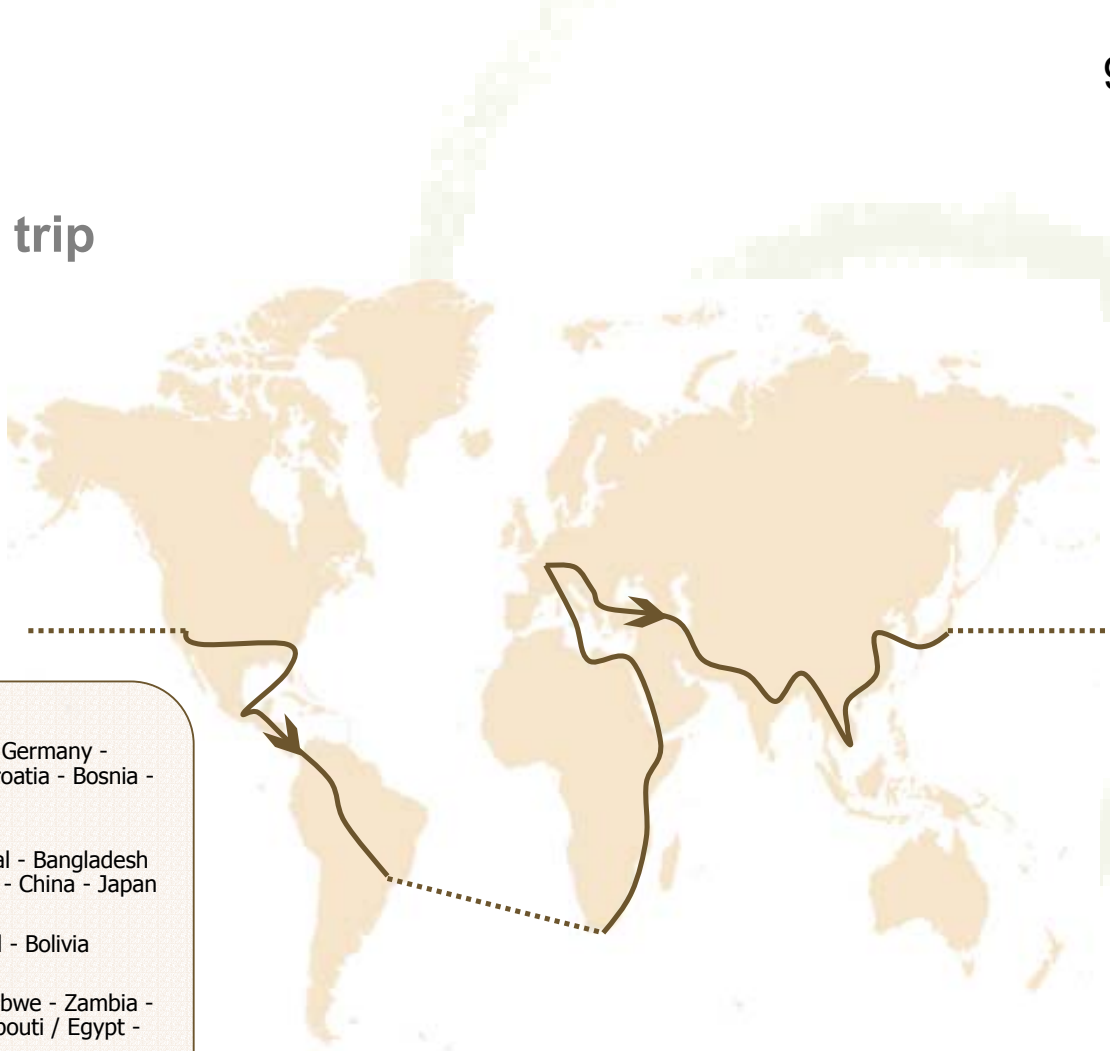


# Planning

## A 14 month trip

**Departure : 06/15/2003**

**Back : 08/15/2004**



### **Europe (2 month) :**

France - Switzerland - Belgium - Germany -  
Denmark - Austria - Slovenia - Croatia - Bosnia -  
Yugoslavia - Greece - Turkey

### **Middle-East / Asia (5 month) :**

Iran - Pakistan (\*) - India - Nepal - Bangladesh  
- Thailand - Cambodia - Vietnam - China - Japan

### **Americas (3 month 1/2) :**

USA - Mexico / Venezuela - Brazil - Bolivia

### **Africa (3 month 1/2) :**

South Africa - Botswana - Zimbabwe - Zambia -  
Tanzania - Kenya - Ethiopia - Djibouti / Egypt -  
Libya - Tunisia

### **Europe :**

Italy - France

**14 month trip / 40 countries visited / one portrait every week**

(\*) Iran - Pakistan : depending on political climate, Istanbul-New Delhi by plane





# Contacts

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