

QUEL HÉRITAGE POUR NOS ENFANTS
OUR LEGACY TO THE FUTURE GENERATIONS



PHOTO: REZA ©

3^{èmes}

TRIBUNES INTERNATIONALES / INTERNATIONAL TRIBUNES
CINEMA VERITE

L'ART CINÉMATOGRAPHIQUE AU SERVICE DES GRANDES CAUSES SOCIALES ET HUMANITAIRES
ADVANCING SOCIAL AND HUMANITARIAN ISSUES THROUGH THE MEDIUM OF FILM

GENEVE : 6 · 7 · 8 OCTOBRE 2009 • PARIS : 9 · 10 · 11 OCTOBRE 2009 • ABU DHABI

www.cinema-verite.org

To participate and support the International Tribunes Cinema Verite 2009, please contact:

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TO MAKE A DAONATION TO CINEMA VERITE

Association CINEMA VERITE
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IBAN CH10 0851 5026 0038 7200 1

CINEMA **VERITE**
2009

CINEMA VERITÉ

ADVANCING SOCIAL AND HUMANITARIAN ISSUES THROUGH THE MEDIUM OF FILM

1

INTERNATIONAL TRIBUNES CINEMA VERITÉ AWARENESS & COMMITMENT

A PUBLIC PLATFORM for global issues bringing together those who influence public opinion

THREE OBJECTIVES

- Raise awareness on major social and humanitarian issues.
- Get inspired and expand our horizons through the privileged input of filmmakers, socially conscious artists, decision makers, representatives of international NGOs and Organizations, as well as government representatives.
- Offer answers to tomorrow's challenges by getting involved with concrete actions.

FOUR PRINCIPLES:

SCREENING – DEBATE – COMMITMENT TO ACTION – FOLLOW UP

During the International Tribunes Cinéma Vérité offers Honour Awards to those individuals who inspire us by their commitment

2

FUNDS CINEMA VERITÉ FINANCING & SUPPORT

Endowed by private donations, the Cinéma Vérité Fund offers financial aid to NGOs and filmmakers for the promotion and production of cinematographic projects which convey social and humanitarian messages.

3

INSTITUTE CINEMA VERITÉ EXHIBIT & SHARE

Located in the heart of Paris, near the Opera Bastille, this exhibition & screening space is dedicated to socially-conscious filmmakers and NGOs.

INSTITUT CINEMA VERITE - Non for profit association

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Cinéma Vérité chose to illustrate the UN Millennium Declaration, adopted by the General Assembly on 8 September 2000, establishing the eight Millennium Development Goals by 2015.

The Millennium Development Goals (MDGs) are the world's time-bound and quantified targets for addressing extreme poverty in its many dimensions-income poverty, hunger, disease, lack of adequate shelter, and exclusion-while promoting gender equality, education, and environmental sustainability. They are also basic human rights-the rights of each person on the planet to health, education, shelter, and security.

• GOAL 1

Between 1990 and 2015, cut in half the proportion of those who suffer from hunger and of those whose income is less than one dollar a day.

Achieve full and productive employment and decent work for all, including women and young people.

• GOAL 2

Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling.

• GOAL 3

Eliminate gender disparity in primary and secondary education, preferably by 2005, and at all levels by 2015

• GOAL 4

Reduce by two-thirds, between 1990 and 2015, the mortality rate of children under five years of age.

• GOAL 5

Reduce by three quarters, between 1990 and 2015, the maternal mortality ratio.

Achieve, by 2015, universal access to reproductive health

• GOAL 6

Begin to reverse the spread of HIV/AIDS and stop it completely by 2015.

Achieve, by 2010, universal access to treatment for HIV/AIDS for all those who need it.

Begin to reverse the incidence of malaria and other major diseases and stop them completely by 2015.

• GOAL 7

Integrate the principles of sustainable development into country policies and programmes; reverse loss of environmental resources. By 2015, reduce by one half the proportion of those people without sustainable access to safe drinking water and basic sanitation

• GOAL 8

Develop further an open trading and financial system that is rule-based, predictable and non-discriminatory. This includes a commitment to good governance, development and poverty reduction - nationally and internationally. Deal comprehensively with the debt problems of developing countries through national and international measures, in order to make the debt sustainable in the long term

Goal 1.

Eradicate extreme poverty and hunger



EFA

Today, children still die of hunger in Ethiopia. The pains of hunger are an impediment for many to go to school and does not allow them to concentrate. Many children in Ethiopia find their stomachs so empty that their minds have lost the thirst, quest and hunger for knowledge.

Goal 3.

Promote gender equality and empower women



Goal 5.

Improve maternal health



Goal 7.

Ensure environmental sustainability



Goal 2.

Achieve universal primary education



HATI FOUNDATION

Participation au programme de sa majesté le Maharaja de Jodhpur qui a donné un de ses palais pour créer une école de jeunes filles défavorisées.

Goal 4.

Reduce child mortality



COEUR POUR TOUS

Sauver la vie d'un enfant malade du coeur dans les pays en voie de développement.

Goal 6.

Combat HIV/AIDS, malaria, and other diseases



Goal 8.

Develop a global partnership for development



SPM (SUSTAINABLE PROJECT MANAGEMENT)
Based in Geneva, Sustainable Project Management (SPM) has been working in Metro Manila for several years on programs focused on environmental issues and livelihood creation.
www.spminternational.com

HONOUR AWARDS CINEMA VERITÉ

The CINEMA VERITÉ Awards ceremony celebrates the ability and determination of certain individuals to create positive social changes connecting their actions to the movies and the causes we all support. ***The people that we honour are those who inspire us to proactively contribute to our society.***

HONOUR AWARDS :

Lifetime achievements Honorary Award (to be determined)

Humanitarian Commitment (to be determined)

Socially conscious camera (to be determined)

Fiction (to be determined)

Documentary (to be determined)

Shorts films (to be determined)



OBJECTIFS 2015
HUITFOISOUI!

TRIBUTE TO INDIA Presentation and Screening of "Bollywood" movies .

COMMUNICATION AND MEDIA EVENTS 2009

Throughout the year, Cinéma Vérité will be at work :

26 & 27 February 2009: Participation as partner in the 14th humanitarian conference organised by Webster University in Geneva



Spring 2009: Projection of the film "The Day After Peace" by Jeremy Gilley in the Webster University auditorium

June 2009: Press conference; details on Cinéma Vérité's 2009 International Tribunes
Location: Paris Town Hall

September 2009: Presentation to the press of Cinéma Vérité's 2009 catalogue
Location: Paris Town Hall

21 September 2009 : International day of peace, special events.
Location : Geneva

October 2009: Cinéma Vérité's 2009 International Tribunes
Location: Geneva, Paris

INTERNATIONAL TRIBUNES CINEMA VERITE 2009

GENEVA: from Tuesday 6 to Thursday 8 October. With the support of the Republic and of the Canton of Geneva
PARIS: from Friday 9 to Sunday 11 October. In partnership with the City of Paris

PRINCIPLES OF THE TRIBUNES

1. To defend a cause on the screen

- Selection of a documentary film or of a fiction on a given theme
- The projection has to be a premiere or a preview
- The objective is to promote a film defending a major cause, to make it known to the general public and to the international press

2. Debates and public speaking

- Bring together – for these debates – those who influence public opinion, as well as international experts
- Reply to questions from the public
- Mobilise the public around humanitarian projects

3. Actions

- Humanitarian action: Financing a humanitarian project linked to the theme
- Political action: Soliciting a political leader to support or implement a project
- Educational Action: Financing a project for a film or exhibit, developing programmes in the schools

4. Follow-up

- Follow-up and evaluation of the actions decided upon in the previous year
- Accompanying projects and the presentation of those supported the previous year
- Recording debates in order that they may be broadcast on a partner's channel

►►► UNDER THE AUSPICES OF

An International Organisation, a Foundation or an Association which sponsors each Tribune.

►►► AN OFFICIAL SPONSOR

A company whose actions are compatible with the chosen theme will sponsor each Tribune.

►►► GUESTS OF HONOUR

Nobel Prize laureates, artists who have committed themselves to a worthy cause, owners of big companies, representatives of international organisations, of NGOs or of governments, as well as experts who participate and animate the Tribunes.

►►► BIG PATRONS

- Companies or organisations that wish to announce – on the occasion of this Tribune – their actions or financing of projects in relation to the theme.
 - Private donors who wish to participate in the financing of a project proposed in the actions.
- Those guests who materialise their commitment will be specially honoured for their contributions during galas in Geneva and Paris.

►►► HUMANITARIAN PROJECTS

Presentation or programmes or actions to be promoted and financed, to the benefit of NGOs and/or organisations present on the ground.

►►► SPONSORS 2009 (to be confirmed)

Participants in the Tribunes: to be determined

- H.M. Queen Noor of Jordan
- Yamina Benguigui, Film Director and Deputy to the Mayor of Paris, responsible for Human Rights and Anti-Discrimination
- Jorge Sampaio, former President of Portugal and High Representative for Alliance of Civilizations
- Rama Yade, Minister of state for Sports and former in charge of Human Rights
- Sharon Stone, actress, activist and Founder of "Planet Hope"
- Bekele Geleta, General Secretary of the International Federation of the Red Cross and Red Crescent

►►► HONORARY PRESIDENTS 2009

To be determined

►►► SPOKESPERSONS 2009 (to be confirmed)

Isabelle Adjani, actress and Ambassador for the International Federation of Human Rights Leagues

Carole Bouquet, actress and co founder of "La voix de L'Enfant"

Clotilde Courau, French actress

Lilian Thuram, activist and founder of the « Lilian Thuram Fundacion »

Yousra, actress and Goodwill Ambassador for the United Nations (UNDP)

►►► CINEMA VERITE GUESTS OF HONOUR 2009

Participants in the Tribunes: to be determined

►►► IN COLLABORATION WITH THE CINÉMA VÉRITÉ INSTITUTE

Joel Soler, Founding President

Manuel Collas de la Roche, Vice President managing the International Tribunes Geneva and Paris

Homayra Sellier, President of the Supporting Committee Cinema Verite Geneva

Dominique Marzotto Vice President, in charge of the Fund

INSTITUT CINEMA VERITE - Non for profit association

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INTERNATIONAL TRIBUNES CINÉMA VERITÉ GENEVA 2009

With the support of the Republic and the Canton of Geneva
Tuesday 6, Wednesday 7 and Thursday 8 October



JAHAN
GENÈVE



Duc Oger
PARIS - OGER



OUR LEGACY TO THE FUTURE GENERATIONS?

In support of the "MILLENNIUM DECLARATION" of the United Nations

World capital of humanitarian organisations, Geneva welcomes in 2009 the **3rd edition of the International Tribunes Cinéma Vérité**.

From the start this city has represented a centre for trade and cultural diversity. Geneva is characterized by its innovation and creativity as well as its special sensibility to problems that humanity faces. Furthermore, the history of Geneva has always shown close connections between international business community and its preoccupations for humanitarian and social causes.

Example of humanitarian commitment, **Bekele Geleta**, General Secretary of the International Federation of the Red Cross and Red Crescent, is this year honouring us by being the patron of the International Tribunes Cinéma Vérité.

Tuesday 6th and Thursday 8th of October: From 6 to 8pm, VIP Cocktail at the Kempinski Hotel

Wednesday 7th of October: 4pm, press conference with personalities and celebrities; 6:30pm, screening of the movie and awards; 8:30pm, cocktail; 9pm, charity gala **under the patronage of Sharon Stone**.

Webster
UNIVERSITY
WORLDWIDE

Daily Movies



evian
éQuinoxe...



HUMAN
RIGHTS
WATCH



International Federation
of Red Cross and Red Crescent Societies

An official evening presenting Tributes and Honour Awards in the Kempinski Hotel and the Théâtre du Léman. Screenings and debates open to the public in the Auditorium Arditto.

MAIN EVENTS

MASTERCLASS organised by EVIAN/EQUINOXE

Cinéma Vérité and Evian/éQuinoxe collaborate in 2009 to present the laureats of the Evian's éQuinoxe Workshops in Geneva and to offer a master class to swiss script-writers and filmmakers as a meeting and exchange platform.

This master class targets a wide audience including young people who wish to be introduced to script-writing as well as professional writers, and anybody interested in authors and their careers.

A presentation will be made for one to two hours followed by a question and answer session.

This will create true interaction and a rich and open exchange. Themes will be addressed one after the other, including the creation in a movie's production process, the script writing "rules", the opportunities of co-writing and/or of production, and the personal experiences which are always emotionally rich and riddled with anecdotes.

TRIBUTES TO INDIA

Presentation and Screening of the movie "Taare Zameen Par" ("Every Child is Special") by Aamir Khan in his presence.

THE TRIBUNES

Screenings, Debates & Actions

OFFICIAL EVENING AND TRIBUTES

Introducing Tribunes & presenting the Honour Awards



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INTERNATIONAL TRIBUNES CINEMA VERITÉ PARIS 2009

Friday 9, Saturday 10 and Sunday 11 October 2009



MAIRIE DE PARIS



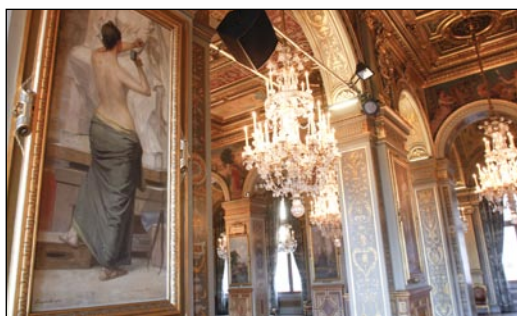
Cinéma Vérité Paris 2009 International Tribunes will take place in one of the most prestigious settings of the capital, the Town Hall.

This location, steeping in history, was often the rallying point for rioters, insurgents and revolutionaries. Its facade is ornamented with personalities that have left their mark on the City of Paris: artists, scholars, politicians and industrialists, many of whom still represent a model of commitment to the public interest.



Official evening presenting Tributes and Honour Awards (Paris Town Hall)

Projections and debates, short films, exhibits and encounters in the "Forum des images"



FOCUS

OUR LEGACY TO THE FUTURE GENERATIONS?

In support of the "MILLENNIUM DECLARATION" of the United Nations

MAIN EVENTS

THE TRIBUNES

Projections, Debates & Actions



Wangari Maathai, 2008

OFFICIAL EVENING AND TRIBUTES

Presentation of Tribunes & presenting the Honour Awards



Photo 2008

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THE FUND CINEMA VERITE

Following the "Tribunes", the Funding team follows up on the actions presented by the former and selects new projects, getting the business partners involved. Throughout the year, the Cinéma-Vérité fund encourages humanitarian actions on the ground (ex.: setting up a school or an orphanage), initiates or participates in carrying out communication campaigns, press conferences, and helps the voiceless to speak out by participating in the production or the communication of cinematographic works or documentaries.

All accounts are signed by an expert, and are at the availability of the partners.

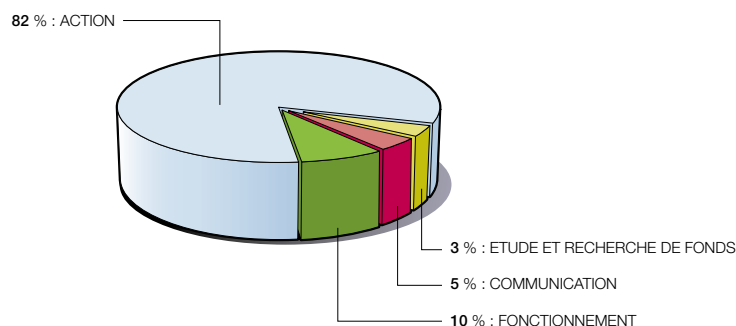


Wangari Maataï, H.M. Queen Noor, Madame Bob Geldof

HUMANITARIAN PARTNERS

Innocence en Danger, Smiling Children, Friends of Humanity, Human Rights Watch, Reporters sans Frontière, Peace One Day, Safe World Peace, Fédération Internationale des Droits de l'Homme, Initiatives & Changement, Reporters de l'Espoir, Demain Nos Enfants, Care, Action contre la Faim, OXFAM, WWF, Aide et Action, Partage, Fondation MVE, ONG Conseil, International Federation of Red Cross and Red Crescent Societies, EFA, SPM, Hati Foundation, Coeur pour tous.

2009 PERSPECTIVES - DIVIDING UP DONATIONS



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BECOME A PARTNER OF CINEMA VERITÉ

To become a partner means becoming a Player of this event:

Propose tribunes or present an Honour Award in the name of your company.

Participate in the debates and speak in public on the themes that you defend.

Develop your Public Relations, invitations of VIPs to the opening dinner, ceremony, projections, debates...

Associate your company to this event for optimal visibility:

- with different means of communication
- on the mass media
- on the media partners' publicity pages
- on the photocall at each event.

MEDIA PLAN

MEANS OF COMMUNICATION:

Flyers, little programmes, catalogues, menus, invitation cards, badges, official cars, 120 x180 posters, 40 x 60 posters and kakemonos in strategic locations (hotels, cinemas, auditoriums, recreation rooms, airports, bridges...)

MASS MEDIA:

Written press, magazines, television, internet, radio

Pillar-shaped billboards in Geneva, Decaux display panels and municipal billboards of the City of Paris.

TRAILER for the Cinéma Vérité 2009 Tribunes, presentation at all public events.

MEDIA PARTNERS

TIME

toogazer
le mag qui nous rend éliges

Directmatin

Le Monde

Screen
INTERNATIONAL

Comme au
Cinema.com

Ushuaïa TV

le Parisien

le nouveau
Observateur

Télérama

STUDIO
ciné live

Daily Movies

L'EXPRESS

france
inter

PANELS / PHOTO-CALL FOR NIGHTS OUT ON THE TOWN



PARTNERSHIPS

INTERNATIONAL

Geneva & Paris

Platinum : Exclusivity, 100'000 euros / CHF 150'000
 Gold : 3 partners, 50'000 euros / CHF 75'000
 Silver : 25'000 euros / CHF 37'000
 Bronze: 10'000 euros / CHF 15'000

- Your name and logo associated with Cinéma Vérité as the host for all means of communication and in all media.
- Creation and presenting the special Award/Tribute to a humanitarian project in the name of your company.
- Host of the private party or cocktail (closing ceremony) which bring together the guests of honour.
- Particular mention on your participation in the beginning of the Cinéma Vérité trailer.
- Press conference to present the 2009 Cinéma Vérité International Tribunes in Cannes.
- A table at the official evenings and access to projections and debates for 10 VIP guests.
- A full page of publicity in the Catalogue: printing estimated at 5,000 copies..
- Your name and logo on the photocall.
- After the Tribunes, programming a projection and round table within your company.

NATIONAL

Geneva or Paris

Silver: 25'000 euros / CHF 37'000
 Bronze: 10'000 euros / CHF 15'000

- Your name/logo on all means of communication and in all the media of the city chosen.
- Presenting an Honour Award in association with an NGO to a humanitarian project that you defend.
- Host of a cocktail bringing together the participants of one of the Tribunes in the city chosen.
- Particular mention on your participation at the end of the trailer presented in the chosen city.
- 4 places at a table for one of the official evenings and access to the projections and debates for 4 persons in the chosen city.
- Organisation of a fund-raising event (auction) during the evening, in the name of your company in the chosen city.
- Presentation at a press conference in the chosen city.
- 1/2 page of publicity in the Catalogue: estimated printing of 5,000 copies.
- Your name/logo on the photo-call.

NB: those proposals remain open to a further individualized discussion.

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Program 2008



Photocall. François Cluzet, Paris 2008



Flyer Paris 2008

CINEMA VERITE

ADVANCING SOCIAL AND HUMANITARIAN ISSUES THROUGH THE MEDIUM OF FILM

FOUNDING HONORARY MEMBERS

H.M. Queen Noor of Jordan
(First Founding Honorary Member)
H.R.H. La Duchesse de Castro
Yamina Benguigui, Film Director and Deputy to the Mayor of Paris
Wangari Maathai, Nobel Peace Prize (2004)
Jody Williams, Nobel Peace Prize (1997)
Rama Yade, Minister of state for Sports and former in charge of Human Rights

FOUNDING PRESIDENT

Joël Soler, Filmmaker

DELEGATED PRESIDENTS UNDER THE PATRONAGE OF CINEMA VERITE

Dominique Marzotto, President
CINEMA VERITE FUND

Manuel Collas de la Roche, President
CINEMA VERITE.CH ASSOCIATION

Homayra Sellier, President
SUPPORT COMMITTEE
INTERNATIONAL TRIBUNES CINEMA VERITE

COMMITTEE OF HONOUR

Carole Bouquet, **Carla Del Ponte**, **Bob Geldolf**, **Adel Imam**, **Javier Pérez de Cuéllar**, **Mohamed Sahnoun**, **Remy Sautter**, **Louis Schweitzer**, **Sharon Stone**, **Marc Tessier**, **Lilian Thuram**.

COMMITTEE OF FILMMAKERS

Art director **Xavier Thomass**.

Hany Abu Assad, **Siddiq Barmak**, **Yamina Benguigui**, **Niki Caro**, **Eytan Fox**, **Bahman Ghobadi**, **Shekhar Kapur**, **Euzhan Palcy**, **Jan Kounen**, **Radu Mihaileanu**, **Claude Miller**, **Mylène Sauloy**, **Coline Serreau**, **Fernando Solanas**, **Danis Tanovic**, **Abderhamane Sissako**, **Jin Tatsumura**, **Krzysztof Zanussi**

MAJOR PATRONS:

to be determined

AMBASSADORS:

to be determined

BENEFACTORS:

to be determined

ADMINISTRATORS : **Joël Soler**, **Dr. François Purseigle**, **Mike Goodridge**

COUNCILLORS : **Didier Boujard**, **Nicole Guillemet**, **Laurent Petitguillaume**

ASSISTANTS : List of members on request

FRIENDS OF THE INSTITUT CINEMA VERITE:

List of members on request

CINEMA VERITE INSTITUTE

Non for profit association

www.cinema-verite.org