



PLANETHON 365[®]

#everydaycounts



● Edito

Every year, the date of “Earth Overshoot Day” arrives sooner... too soon.

This is a symbolic date that marks the day when mankind has consumed more resources than our ecosystems can produce.

The date of the overshoot could become the day for surpassing oneself, supporting a transformation involving every citizen on earth.

It is because daily actions are essential and #everydaycounts for the preservation of resources and ecosystems, for our health, for a different kind of nutrition, for a viable climate trajectory and for the resilience of our lands that Planethon 365 was created.

Planethon 365 celebrates men and women, all over the world, who bear and implement specific projects and solutions that have a social and environmental impact on people and the earth.

lanethon-365 highlights, in the field, the benefits of these actions for communities and nature, which encourages people to multiply and accelerate such initiatives and to ensure more and more people commit to these actions.

Planethon 365 is creating an annual media event, inspired by successful and lasting experiences of making citizens aware and mobilising them. Planethon-365 defends a universal cause: the urgency of preserving the planet’s resources to protect humans and all living things.

Based on a selection of projects that will benefit from the donations collected, Le Planethon offers a world tour of pictures and testimonies: change-makers, project managers and celebrities share their commitment: men women and children talk about their daily lives...

Planethon 365 will use the most demanding ethical methodology to guarantee complete transparency in the collection and use of funding.

Planethon 365 calls upon scientific counsel and an ethics committee comprised of experts, but also leaves plenty of scope for public participation.



- Purpose

#everydaycounts and all over the world, millions of citizens, scientists, companies and organisations are committed to fighting against the clock to re-invent ways of living, producing and consuming that are more respectful of living things.

Planethon-365's aims are as follows:

- To contribute to the ecological, social and societal transformation of our planet.
- To contribute to actions that protect ecosystems, preserve resources and help reduce social and ecological inequality.
- To allow the public at large and companies to take specific action in favour of solidarity and social justice in the world.
- To contribute to achieving the 17 aims of sustainable development.
- To highlight the efficient solutions that exist and are worthy of deployment on a broader scale.



● Mission

PLANETHON 365's mission is to act for the preservation of our planet:

Specific actions will be implemented to resolve urgent causes in France, Europe and throughout the world and to assign funding to organisations to act and bring SOLUTIONS.

Planethon 365 will mainly focus its actions on any solution that preserves resources and contributes to reducing social and ecological inequality. Solutions do exist but they must be made known and deployed worldwide.

Planethon 365 will select projects presented by associations that work in the field to provide solutions and to promote best social and environmental practices and contribute to the attainment of the 17 sustainable development goals (SDGs).

Planethon 365 will collect donations to allow the public at large, companies and local communities to play a part in the realisation of these projects.

Planethon 365 will organise a Le Planethon to raise public and private donations and this will be broadcast by the media. An audiovisual marathon will be organised to spotlight these solutions for the planet.

Planethon 365 will assign funds to the projects selected by a jury of experts (scientific/ethics committee) further to an appeal for projects submitted by associations (NGOs).

Planethon 365 can make citizens and companies aware and inform them, year-round, with regard to ecological and socially responsible behaviour through events, lectures, documentaries, films, testimonies and an on-line platform.

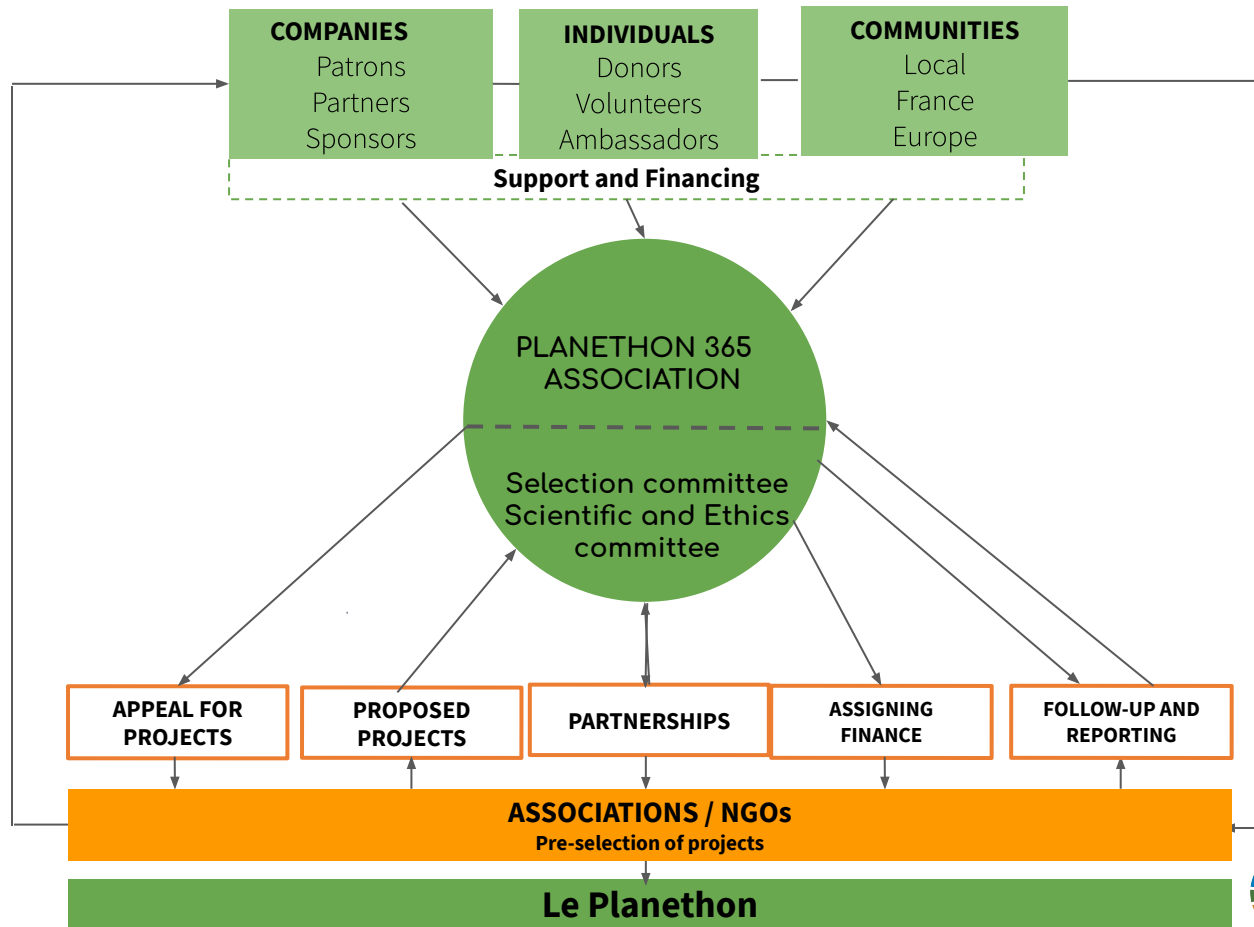
Planethon 365 can work alongside any organisations whose activities are in tune with our goals.

Planethon 365 can be developed and deployed in all partner countries.





Governance - Financing



● Committees

PLANETHON 365
#everydaycounts

Scientific and Ethics Committee

Composition

The scientific and ethics committee will bring together specialists in ethical issues and experts in the fields of climate, health, the environment, bio-diversity:

- Scientific experts
- Representatives from academia
- Representatives from major NGOs
- Representatives from international organisations

Members are appointed for a period of 1 year, renewable by the board of directors.

Mission

The scientific and ethics committee will analyse the projects submitted and be in charge of selecting projects that will receive finance, according to pre-defined criteria.

It will be a supervisory and regulatory body ensuring the pertinence of the science behind the projects that are selected and financed when they are implemented.

Selection Committee

Composition

The selection committee will comprise well-known, qualified figures:

- Representatives from major NGOs
- Representatives from international organisations
- Representatives from academia
- Scientific experts
- Companies

Members are appointed for a period of 1 year, renewable by the board of directors.

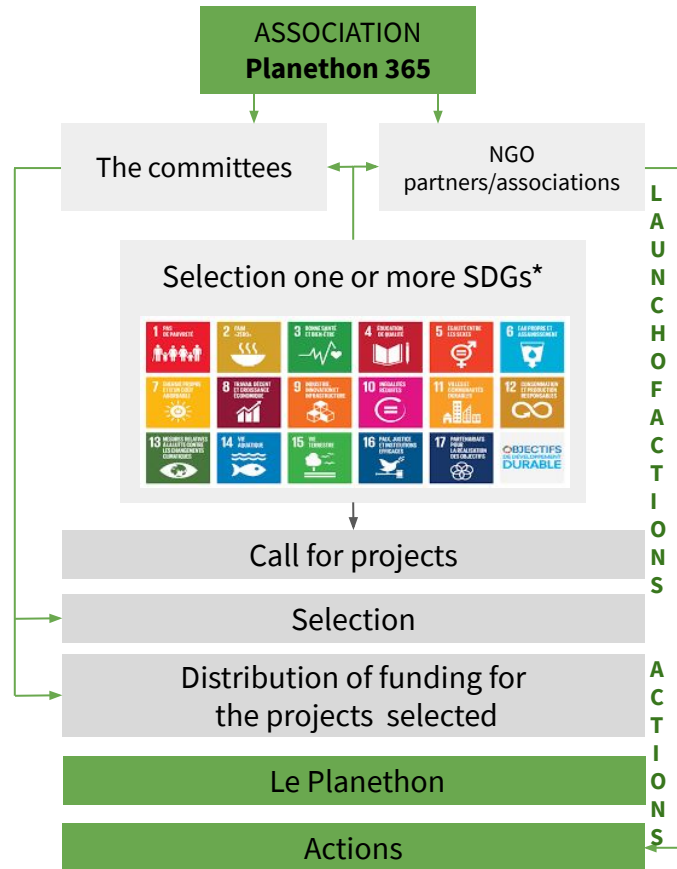
Mission

The selection committee will be in charge – in close collaboration with the board of directors – of fixing the direction and defining selection criteria for projects that are to be financed, as well as drafting the appeal for projects before submitting it for the approval of the scientific and ethics committee and then to the board of directors.

It will analyse the projects submitted and will be in charge of selecting projects for financing.



- Selection of projects



The call for projects is drafted by members of the scientific and ethics committee in collaboration with the board of directors: it specifies rules and the type of project acceptable...

The call for projects is intended for associations, NGOs and communities that have already carried out a selection process for existing projects or those projects that have been submitted to them. This does not exclude the direct identification of initiatives.

The projects chosen by the selection committee must be in keeping with the call for projects and Planethon365 values.

*Defined by the United Nations Organisation in 2015 <https://www.un.org/sustainabledevelopment/fr/objectifs-de-developpement-durable>



- Communication strategy

PLANETHON 365[®]
#everydaycounts

Mobilising a large community on social media:

Uniting:
With the help of videos and testimonies made by international celebrities

Challenging:
Creating socio-environmental challenges for young people.

Broadcasting:
Pushing content on social media.

Planethon-365[®] #everydaycounts: a committed community

Developing content for our web platform:

Broadcasting information and content thanks to our partnerships with associations.

Producing interviews and lesson formats by specialists and recognised environmental specialists.

Producing reports on actions carried out via challenges and partnerships.

**www.planethon365.org :
The reference platform**

Media event:

Partnership agreements with a television channel and/or a VOD platform.

Preparation of a strong, novel media event (entertainment, prime time...)

Preparing tools for collecting donations.

An annual media event, the Planethon





- The Planethon-365.org platform

Planethon-365.org will be the interface between citizens, partners and associations.

The platform will be updated in real time to keep up with Planethon 365 and its partners' news and the actions undertaken all year round. A single tool to keep up to date with socio-environmental data.

- A website introducing Planethon-365
- A platform for collecting donations
- Real-time visualisation of the utilisation of donations
- A portal displaying content from partner associations.



- An annual media event: The Planethon

PLANETHON 365⁺
#everydaycounts

Le Planethon

- **Live prime time**
- **Special programmes**
- **Mobilisation for 48H**
- **Relayed on social media**

Grand
Citizens'
Collection

Citizens' event (live)

- Introduction to Planethon 365
- National and international stars
- Entertainment (show, music...)
- Appeal for donations

Duplex

- International stars (Planethon-365's sponsors) will officially launch LePlanethon in their own countries
- Testimonies from prominent, regional celebrities who are committed to the cause

Content

- Original content presented by journalists, reporters, film directors and specialists
- Short programmes in between the channel's programmes
- Special appearances by the channel's presenters

Experts

- Environmental experts in live discussions, providing information to citizens
- Exclusive reports (short format)



● Governance



Ghislaine HIERSO CHAIRWOMAN

Ghislaine Hierso advocates Simple and Fair Prosperity through/in her actions.

She is a specialist in social and environmental issues and strives to rise to the challenges of the 21st century, of which she is well aware thanks to her dual training in economics and geography and to her role in companies and her commitment to associations. She champions both environmental and social causes and remains convinced that environmental inequality is often a corollary of social inequality. She brings the benefit of her experience to the association and the networks to which she belongs provide complementary actions for a way of life undergoing transformation, as well as sustainable solutions for concerned citizens.

She has worked in the para-public, public and private sectors, in ministerial cabinets and in the French Administration... in small and medium sized companies and in large groups.

She founded the SAGES ET RESPONSABLES consulting firm.

She was made a Chevalier in the Légion d'Honneur (2012) and promoted to Officer in the Order of Merit (January 2021) after becoming Chevalier in the Order of Merit in 2001.



David Rémondeau SECRETARY

Co-founder and General Manager of the QG company (digital consulting and production).
Director of Youni company.

David Rémondeau is an entrepreneur specialised in digital communication and production. In this capacity, he has participated numerous communication campaigns to promote various brands in the framework of physical or virtual events. He counsels companies and brands with regard to implementing innovative digital solutions that will generate value, performance and experience.

The management of a host of projects naturally led him to consulting and developing ambitious and novel concepts, such as Youni, an online project management platform, or Porte du Futur, an incubator devoted to developing companies in Africa, from the realisation of an idea to the business model via the creation of staff teams and the quest for financial partners.



Pierre Le Douarin TREASURER

Founder of Vent Collectif – Head of business development at Virtual Eyes Production

A general engineer by training, who then specialised in Finance, Pierre Le Douarin has worked successively in finance in investment careers then in activity management and development in small companies.

An amateur pianist for more than 20 years and highly interested in the field of renewable energy, he founded Vent Collectif in May 2020 with the aim of setting up wind-powered projects in France.



● Governance



Yves Chevalier

Founder of the Planéthon365 project
Chairman and founder of SYNERGY CINEMA – Chairman of Virtual Eyes Production

He has worked in film industry companies for thirty years, mainly with MK2, UGC and TF1 television as Director of international sales and acquisitions. He established and managed his own distribution company – SAGITTAIRE – before becoming a consultant for international development, English language co-productions and acquisitions for France from companies such as Wild Bunch, Gaumont, TF1 International, Mars, ARP...

His passion for films has allowed him to uncover several new talents such as Tom Tykwer, Darren Aronofsky, Christopher Nolan, Todd Haynes or Nicolas Winding Refn. He is also the founder of SYNERGY CINEMA and Yves has capitalised on his experience to mount audacious projects such as Voyage of Time for Terrence Malick. He created the company VIRTUAL EYES in 2018 to develop virtual reality films and experiences.

He is deeply involved in defending the environment and worked on releasing films such as DEEP BLUE, EARTH or GASLAND.



William Perkins

Co-founder of the Planéthon365 project.

Three years of film studies were enough to launch him into the production of corporate films, then the direction of advertising films and humanitarian documentaries. In 1976, he founded “La Villa d’Alésia” which was nothing short of a phenomenon in the world of events communication, with a staff of 150. The firm quickly specialised in corporate events and shows and in mass or public events.

His “La Française d’Evènements” group comprised 6 films specialised in the various communications sectors from 1978 to 1998. In 1998, he won the contest for the FETE du FOOTBALL with the creation of the FOOTBALL GIANTS parade at the request of the City of Paris and the CFO. This show was seen by 3 billion people across the world thanks to TF1’s television broadcast and 1700 front pages devoted to the event all over the country. The number of tourists visiting Paris increased by 23% in the summer of 1998.

In 2001, he successfully published his communication manual and decided to place his experience at the service of major humanitarian causes in Africa – mainly in Morocco, Tunisia and RDC (Congo). He has produced several films; he manages a health programme and has implemented a political communication structure.



Romain Girard-Hautbout

Strategy consultant

He has always been passionate about the broader common interest, the sort that integrates the interest of future generations as well as that of living nature.

Romain graduated in Political science from Toulouse, with a master’s degree in Financial economics and a master’s degree in entrepreneurship from Audencia. He then founded and managed several structures (a real property company, a European co-operative, an endowment fund) and never ceased his quest for emerging new visions, new organisation models, new projects with a positive impact.

Today, he is a strategy consultant and he offers a holistic and bio-mimetic approach to the organisations with which he works: the organisation is seen as a collective living organism, whose purpose is the creation of efficient and resilient organisations that are perfectly integrated into their ecosystem.

PLANETHON 365
#everydaycounts



● Governance



Vanessa Logerais

Chairwoman and general manager of Parangone, sustainable development, societal responsibility and economic impact consulting,.

She holds a master's degree in European Geopolitics (Paris VIII), another in International sales negotiations (Sorbonne Nouvelle) and graduated from Oxford Brookes University (Business studies). Vanessa worked for European association, cultural institution and community networks for 6 years before joining the DDB group then the Public Système (Hopscotch group) as consulting and development in global, 360° communication manager. She is the founder and manager of the Parangone agency and she is involved with companies, public state organisations, professional authorities and federations, to accompany sectorial studies (climate, water, biodiversity, town-planning and building, transport and logistics, river tourism, health...) and adapt managerial and organisational practices in the face of major economic, societal and environmental challenges. She is also the founder of the Cop Runner project, an international platform of positive energies for ecological and united transition and of parangone.org and parangone media, an information and e-learning platform devoted to companies and organisations.



David Gruson

Director of the health programme in the Jouve group, founder of Ethik-IA

David Gruson is a former student at the national administration school (ENA) and the higher school of public health studies. He is the director of the health programme for the Jouve Group, specialising in digital transformation. He has held several positions of responsibility in the field of public policies and health. In particular, he was advisor to the Prime minister for health and autonomy (2010-2012) and director-general of the University hospital in Reunion (2012-2016). He is chair of the Health department at Paris Political sciences university. He founded Ethik-IA and his proposals regarding A.I. in welfare inspired the artificial intelligence chapter of the revised bio-ethics law that has just been voted in Parliament. David has also written several books and science fiction novels, including S.A.R.R.A.



Laurence Dalifard-Simonetti

Managing director of Lo' Communication and creator of NO fishing, the line that saves the ocean...

In 2006, Laurence Dalifard-Simonetti established Lo' Communication, a consulting agency for communication strategy that has specialised since 2012 in mediating committed united actions and events.

She is a passionate underwater diver and her fascination with the oceans opened up new horizons...

In 2015, she invented a new media format, the « Media jewel ». After training at the Higher School of Jewellery in Paris, in the summer of 2019 she launched the NO fishing united jewellery collection, created to communicate and alert the population with regard to abusive industrial fishing, in favour of artisanal fishing.

100% of NO fishing's communication and mediation operations are devoted to preserving the oceans' ecosystem and resources, supporting BLOOM association and other NGOs.

After studying Fine Arts and graduating from the Higher School of Modern Art in Paris, she worked in communication agencies for 15 years, then at L'Annonneur before creating Lo Communication.

Her ethics and her creative DNA drive her to awaken the collective conscience regarding environmental issues, benevolently protecting the blue planet and helping to save the oceans.

She is also committed to supporting other initiatives and NGOs that defend causes in the humanitarian, ecological and health sectors.



- Our values

1 Solidarity

Planethon 365's actions are based on an observation: the world must show solidarity. Citizens, associations and companies must act together to face up to social and environmental challenges:

#everydaycounts.

2 Commitment

Planethon 365's vision is based on the will to commit, on its values with regard to all stakeholders and to the community as a whole, in order to build lasting relationships and achieve common goals. Planethon-365's commitment is a promise and an adventure: building tomorrow's world together.

3 Efficiency

To achieve the 17 goals of sustainable development, our society must strive for efficiency: to do better while consuming less of our natural resources.

4 Fairness

Planethon 365 provides support in a fair manner, depending on requirements and the public's choice, without any discrimination.

5 Transparency

Planethon 365 is at the service of the common interest. Planethon 365 self-imposes complete transparency in its governance, its financial management and in all its activities (selecting projects, partnerships, finance, etc.)



- Become a partner

Why support Planethon 365?

Because you are looking for the best way to embrace your social and environmental values...

Because you want to convey an image that is coherent with your values of solidarity...

Because your organisation is looking for the most efficient way to act to save the Planet.

- Contact@planethon365.org

Ghislaine Hierso (Présidente)

Yves Chevalier (production)

David Rémondeau (Secrétaire)

William Perkins (communication)

Romain Girard-Hautbout (Trésorier)

Romain Girard-Hautbout (partenariat)





PLANETHON 365[®]

#everydaycounts

