



# le monde nouveau

PERPIGNAN MEDITERRANEAN  
From March 28<sup>th</sup> to 31<sup>st</sup> 2019  
Palais des Congrès  
[www.lemondenuveau.fr](http://www.lemondenuveau.fr)

## The New World



## OUR BELIEFS



## THE MANIFESTO

### Our blue planet turned green.

— Should we doubt or keep on hoping? Give up or dare to create? Hurt by environmental degradation, turned upside down by climate change, worried by the destruction wrought by toxic industrialization and mistreated by the excesses of intensive agriculture - our world is suffering. Asphyxiated, yet surviving.

### Faced with this emergency, it is time to react.

Even though the situation, as described by the GIEC report, seems terrifying, our time is nonetheless galvanizing, unifying, promising and motivating.

### 3 days to reinvent the future

#### There is enough oxygen left for our tomorrows.

New ideas for biodiversity, pioneering energy resources, renewed modes of transport, fairer economic models, territory restructured with more logic and adaptation - these all have the power to change our lives and transform the heritage we shall pass onto future generations. Health, agriculture, food, habitat, citizenship... brave paradigm shifts are taking place, we are organizing ourselves, coming together to create a better future and more harmonious social relations.



**Marie-France Marchand-Baylet,**  
Vice-president of the Dépêche Group



**and Eric Scotto,**  
President & Cofounder of Akuo Energy

### Together, let's create a world of solidarity we all wish to live in

#### THE NEW WORLD EVENT, A CHALLENGE FOR US ALL

Protecting a unique environment, creating a positive narrative, building a common home and initiating a worldwide movement.

#### THE NEW WORLD EVENT, A TOOL FOR GROWTH

Energizing the economy through sustainable growth conducive to collective competitiveness, anticipating the future and setting up projects that contain genuine solutions.

#### THE NEW WORLD EVENT, A COLLABORATIVE APPROACH

Creating a society with high commitment levels, helping create synergies between actors representing change, celebrating our skills and ideas.



# CALL FOR PROJECTS FOR A NEW WORLD



BECOME CANDIDATES  
AND DEVELOP YOUR SOLUTIONS

## NATIONAL CALL FOR PROJECTS

Launched in January 2019 to source innovative and sustainable projects which will be prototyped within the Creathon.

## MIXED TEAMS

Coalescing around an idea or nascent project : Students, charities, companies and startups.

## SEASONED MENTORS

Teams of academics and scientists to guide and mentor those invested in our projects.

## MEDIA VISIBILITY

For projects under consideration : before, during and after the Creathon.

## POSSIBILITY OF ACCOMPANIMENT

Customized for each solution over two years by our Creathon partners.

# WIDE RANGING THEMES, EVERY SECTOR IS CONCERNED



## RENEWABLE ENERGY AND CLIMATE

Advances and innovation regarding solar energy, photovoltaics, thermal energy, wind farms, tidal power, hydroelectricity, geothermal energy, biomass, etc.



## HEALTH AND WELLBEING

E-health and robotic surgery, advances in research, neurosciences, biocosmetics, new care services, etc.



## TERRITORIAL STRUCTURE, HABITAT AND MOVEMENT

Smartcities, equipment and new materials, domotics, managing networks and flow, architecture and sustainable territory, shared mobility, connected and independent, autonomous vehicles, new modes of transport, etc.



## AGRICULTURE AND FOOD

Farming 2.0, permaculture, hydroponics, algaculture, agroforestry, wine production, vegetarian and vegan diets, local sourcing, new supply systems for cities, etc.



## PROTECTION OF THE ENVIRONMENT

Zero waste, circular economies, new sectors and recycling solutions, the preservation of soils and resources, ethical fashion, design and new materials, etc.



## NEW CITIZENSHIP

New forms of commitment and solidarity, participative, democracy, e-citizenship and open data, participative budgeting and community organizing, new ways of working and training, etc.



## PARTICIPANTS IN THE NEW WORLD

Open formats conducive to sharing and exchanging skills between the different typologies of actors involved:

Families, children, professionals, students, concerned citizens, political decision makers, basically...

Everyone from those just starting out to the experts !

### FACTS AND FIGURES

2

evenings of events

6

wide-ranging debates

12

presentations of professions for the new world

50

speakers

15

professional workshops

6

masterclasses

30

company stands

6

major themes

4

partner universities

10

innovations

30

local initiatives for citizen villages

300

square meters of fablab

### A PIONEERING COMMITTEE AND SPEAKERS

RECOGNISED FOR  
THEIR COMMITMENT



**Claire Nouvian**

Ecological activist  
french - Founder of  
BLOOM



**Jean Nouvel**  
Architect



**Jean Jouzel**

Climate change expert  
and French glaciologist



**Erik Orsenna**  
Writer



**Laurence Tubiana**

Economist and Director  
of the European  
Foundation for Climate  
Change



**Michèle Sabban**  
Président of the R20

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# THE CRÉATHON A NEW FORMAT

3 days to  
arrange  
meetings  
and visit the  
event

## A LAB WHERE PROJECTS ARE CREATED ALTOGETHER

- A biennial event
- Formats for all participants
- A model city, a pilot territory
- A platform of visibility for local initiative
- A tool to accompany and develop territorial solutions
- A manifesto and a commitment to accompanying solutions

## 6 ACTIVITY TYPOLOGIES

A fablab, permaschool and foodlab, networking spaces, stands for innovation, a citizen's forum, co-design and design fiction workshops, etc.



### LET US DISCOVER THE NEW WORLD

Inspired by a series of masterclasses, wide-ranging debates and talks



### LET US DEFINE THE NEW WORLD

Meet with professionals to evaluate and pilot your ideas



### LET US CREATE THE NEW WORLD

Bring your project to life with a series of design workshops



### LET US BUILD THE NEW WORLD

Materialize your ideas with our manufacturing workshops for a new world



### LET US SHARE THE NEW WORLD

Test and pitch your projects among the participants of the new world

plateau média  
**GROUPE  
LADEPÊCHE**



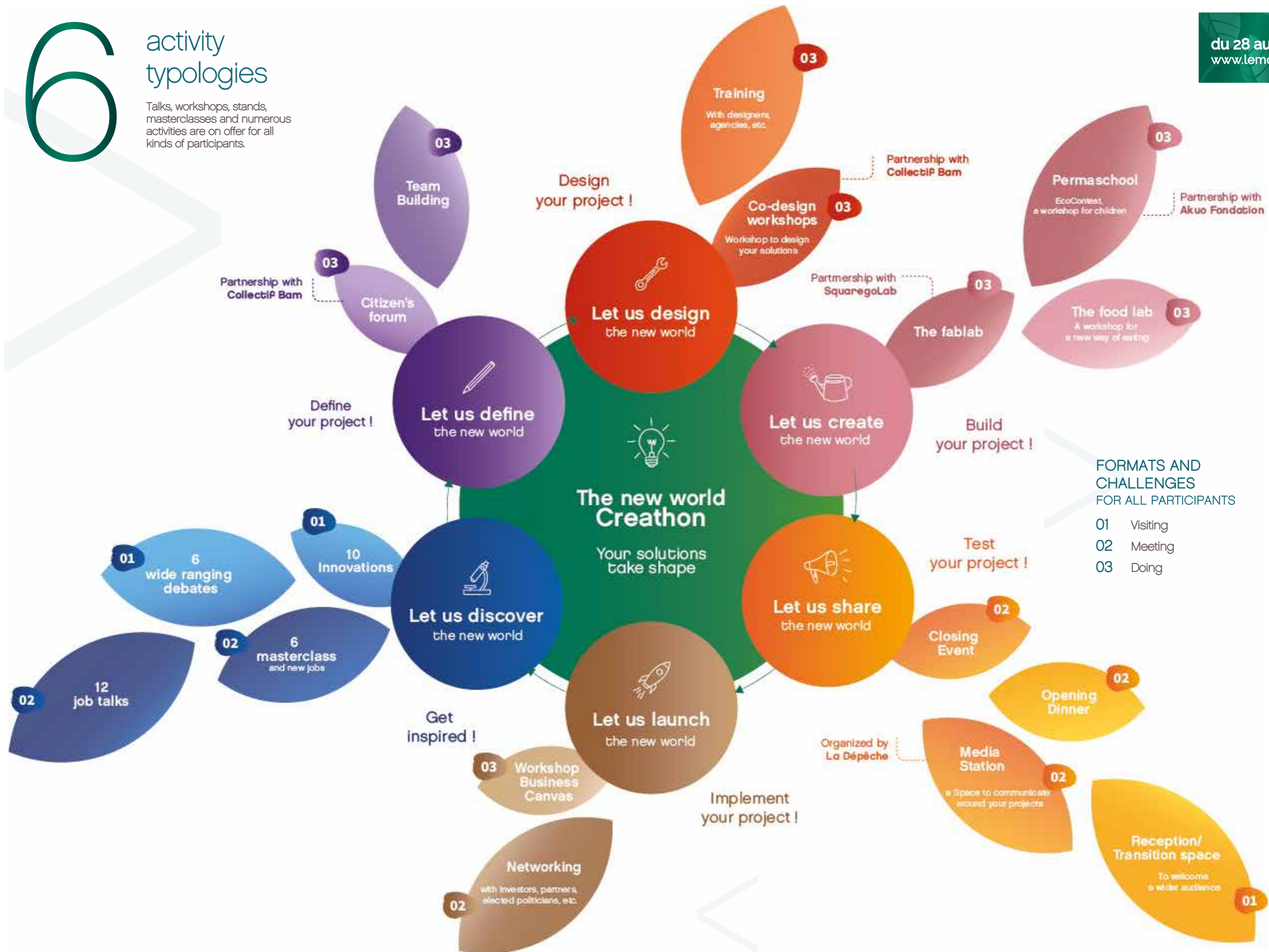
### LET US LAUNCH THE NEW WORLD

Meet potential partners and implement your project in our region

# 6

## activity typologies

Talks, workshops, stands, masterclasses and numerous activities are on offer for all kinds of participants.



## MAJOR DEBATES FOR A NEW WORLD

PLENARY SESSIONS ORCHESTRATED LIKE A LIVE SHOW TO FULLY EXPLORE A THEME AND CELEBRATE THE MOST PROMISING INNOVATORS

1 "Major Witness": a well-known figure is invited to speak in relation to a specific theme, accompanied by inspiring actors and entrepreneurs in this field

- Friday morning :  
**Opening address and renewable energies**
- Friday afternoon :  
**Santé et bien être**
- Samedi matin :  
**Health and wellbeing**
- Saturday morning :  
**Agriculture and food**
- Saturday afternoon :  
**Territory and Mobility**
- Saturday afternoon :  
**Circular Economy**
- Sunday morning :  
**New citizenship and presentation of Creathon solutions**

## EXEMPLES OF MASTERCLASSES

Friday and Saturday morning :  
6 masterclasses of 45mn

A journalist twinned with an innovator :  
30mn of exchange followed by 15mn of Q&A  
with an audience

Occitan Innovators are also  
placed center stage

Proposals for professionals on Friday morning:

- *How to build a career in the field of CSR and sustainable development ?*
- *How to free your company ?*
- *How could blockchain revolutionize innovation in companies ?*

Proposals for a wider audience on Saturday morning :

- *How can we all become anti-waste champions ?*
- *How can we finance our own solar power unit ?*
- *How can we become social and ethical entrepreneurs ?*

« They didn't know it was impossible, so they did it »

- Marc Twain

## THE PROFESSIONS OF THE NEW WORLD

FRIDAY AND SATURDAY AFTERNOON: INSPIRING TALKS TO DISCOVER NEW PROFESSIONAL OPPORTUNITIES IN A NEW WORLD

- Master Composer
- Urban Farmer
- Augmented Surgeon
- Energy Paleontologist
- Pigment Cultivator
- Chief happiness officer
- Permaculture Farmer
- Environmental Law Officer
- Methanization Engineer
- Intrapreneur

This pre-program is currently a confidential working document. It defines the guidelines of the programming as well as the main themes and suggestions of prospective events which have not yet been confirmed. It may be reevaluated according to feedback and availability of those invited, of partner programming proposals as well as those of local institutions.

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## PRESTIGIOUS PARTNERS

### Scientists and university departments from the best of higher education in Occitanie

Large scale partnerships with the University of Perpignan, SupAgro, Montpellier, INSA Toulouse, Montpellier Business School and the most innovative regional institutions, large research labs and university incubators, describing challenges in the field and tutored projects involving students, scientists, etc.

### An accelerator of economic development

Partnerships and intermediary meetings to create synergy with local Chambers of Commerce and Agriculture - the local entrepreneurial fabric, as well as larger national companies and international partners.

## The involvement of local network leaders, of experts and academics.

### Highlighting inspiring figures from our region

Pitches and speeches by entrepreneurs and elected politicians and scientists, involvement of local network leaders during intermediary meetings and peer to peer workshops.

## ESSENTIAL ACTIVITIES



### PERMASCHOOL AKUO ENERGY

Come learn about the main principles of permaculture with workshops aimed at a younger audience.

### FABLAB FOR A NEW WORLD

Discover the practices and tools of digital manufacturing.



### THE LOCAL MARKET OF THE NEW WORLD

Sunday morning, come meet and support local agriculture.

### THE CITY IN A NEW WORLD

A series of documentaries projected at Le Castillet cinema, an event at the Archipel theatre, exhibitions in public places, etc.





# ENTREPRENEURS FOR A NEW WORLD

# INNOVATIONS IN A NEW WORLD

## FIGURES WHO ARE BUILDING TOMORROW'S OCCITANIE

Talks given before and during the event, mentoring, participation in professional workshops, etc.



**Airbus**  
Guillaume Faury



**Ecocup**  
Emmanuel Torrent



**We Sprint**  
Patrick Chekib and  
Arnaud Laurent



**Cémoi**  
Patrick Poirrier



**Kuzzle**  
Jacques Le Conte



**Akinao**  
Annabelle Levert



**Groupe Scalian**  
Yvan Chabanne



**Eco-Tech Ceram**  
Xavier Py



**CILcare**  
Celia Belline



**Archean Technologies**  
Xavier Aumont



**EnobraQ**  
Christophe Dardel



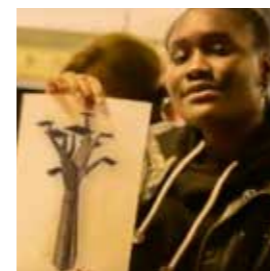
**Alg&You**  
First interior cultivator  
of fresh spirulina :  
BLOOM



**Zéphyr Solar**  
A photovoltaic balloon  
for emergencies



**Toulouse Ingénierie  
Multidisciplinaire**  
TIM8 : An award-winning car,  
with fuel consumption at  
an all-time low. Presented  
by the students of INSA  
Toulouse



**Team Elios'**  
UPVD Solat tree  
Solar Energy Masters



**Helper Drone**  
A life-saving drone

## A START-UP GENERATION

Presentation of local innovation and academic research.



**Naïo Technologies**  
Robotics at the  
service of agriculture



**Faso Soap**  
Soap to fight Malaria



**Wair**  
A scarf to fight  
pollution

# GROUPE DÉPÊCHE



From March 28<sup>th</sup> to 31<sup>st</sup> 2019  
www.lemonde nouveau.fr

A POWERFUL BRAND SPANNING 145 YEARS OF EXISTENCE INCLUDING

- **Daily newspapers containing regional information** : La Dépêche du Midi : 17 paper and online Editions, Midi Libre : 14 paper and online editions. L'Indépendant du Midi : 3 paper and online Editions - Le Petit Bleu, for the Lot et Garonne area. La Nouvelle République des Pyrénées in the Hautes-Pyrénées Centre Presse in the Aveyron region.
- **Weekly press** : Le Villefrancois, La Gazette du Comminges, Le journal de Millau, partnerships with La Gazette in Montpellier, Nîmes and Sète
- **Partnership with a free newspaper** : Cnews Matin
- **Periodicals and magazines** : Midi Gourmand, Terres Catalanes, in Toulouse, Balades.
- **Sporting Press** : Midi Olympique (2 publications per week)
- **A multimedia presence** : La Dépêche Interactive, publisher of ladepeche.fr, rugbyrama.

fr, midi-olympique.fr, Toulouscope.fr, toulouseadomicile.fr, hello.immo.fr.

- **Press office** : Dépêche News.
- **Communications agency** : « L'Agence » which includes 2 multimedia advertising hubs. A 50 % participation with Régie Network in managing advertising for NRJ radio (Montpellier, Sète, Béziers, Perpignan, Nîmes) and Chérie FM Béziers.
- **An events hub** : Dépêche Events, Agen Expo Congrès, Midi Events.
- **An audiovisual hub** : Dépêche TV and partnership with national radios.
- **A multi-client printing hub** : "L'Occitane d'Imprimerie" and "Imprimerie du Midi" print the daily and weekly publications of the Group and work with outside clients.
- **La Fondation La Dépêche** helps the youth of the region with their studies (www.fondationladepeche.com)

## REGIONAL MEDIA COVERAGE

- Radio
- Posters
- National and professional press
- Specialist magazines
- Viral marketing and social media



La Dépêche group websites + communication campaign Print Web



Promoting the event across the region

# 2 331 000

readers each week

Or almost 50 % of the population in Occitanie

## REGIONAL MEDIA COVERAGE



# le monde nouveau

Palais des congrès of Perpignan

Partnerships : [vbernardi@midilibre.com](mailto:vbernardi@midilibre.com)

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**GROUPE**  
**LA DÉPÊCHE**

**Midi Libre**

**L'INDEPENDANT**

**LA DÉPÊCHE**

**akuo**   
**Foundation**

Demain Aujourd'hui

sous l'égide de la Fondation  
de Luxembourg

15/10/2018