



RIO+20 French Pavilion

**FRENCH CONTRIBUTION TO THE RIO+20 EARTH SUMMIT
ON THE TOPIC: “INNOVATION FOR SUSTAINABLE CITIES AND REGIONS”
FROM JUNE 13 TO 24, 2012**

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PRESS PACKET

Opening of the French Pavilion at the Rio+20 Earth Summit

Paris, June 13, 2012 – On the occasion of the Rio+20 United Nations Conference on Sustainable Development, from June 20 to 22, the French government and Comité 21 inaugurate the French Pavilion today.

During a discussion held last June 8, French President François Hollande announced the creation of the French Pavilion that will take to Rio, through June 24, French ambitions and beliefs on the topic “Innovation for sustainable cities and regions.” The French Pavilion will host the President of France, plus Ms. Nicole Bricq, Minister for Ecology, Sustainable Development, and Energy; Mr. Pascal Canfin, Deputy Minister from the Ministry of Foreign Affairs, as well as French and foreign elected officials and international personalities such as Nobel Peace Prize Laureate M. Yunus; high-ranking business leaders; and heads of unions and associations.

Details on the French Pavilion: Numerous players from all of French civil society engaged in sustainable development will be brought together for the first time: groups, institutions, companies, non-profit organizations, and other participants coming from education, research, training organizations, unions, and think tanks, around a full program of some sixty meetings and discussions organized in the Pavilion.

Moreover, thanks to its multi-participant approach, Comité 21, led by Gilles Berhault, has been put in charge of managing and facilitating the French Pavilion.

French people can follow all of the meetings, discussions, conferences, and broadcasts every day on dedicated Web TV: <http://www.tvrioplus20france.org/>. A strength of this plan: a news program rebroadcast every evening at 5:00 p.m. (French time) on Web TV to provide an overview of the latest conference discussions with insight from French experts.

Follow events in real time at the French Pavilion and France in Rio on Twitter: #rio20fr. Find us on the social networks:

- Facebook: <https://www.facebook.com/PavillonfranceRioplusvingt>
- Twitter: <https://twitter.com/#!/WebTVRIOplus20>
- Flickr: <http://www.flickr.com/people/80372368@N06/>

About Comité 21:

Founded at the 1992 Earth Summit, Comité 21 is the first network of players committed to implementing real sustainable development in France. It facilitates exchanges between its members to encourage their effectiveness and innovation. Comité 21 develops strategic and methodological recommendations, as well as the services mentioned above. It gathers all of the stakeholders involved:

- businesses (multinationals as well as small and medium-sized companies)
- communities (from towns to regions)
- non-profit organizations (environment, development, community organizing, human rights...),
- institutions, institutions of higher learning, and media.

RIO+20 FRENCH PAVILION

Twenty years after the Earth Summit held in Rio in 1992, the United Nations Conference on Sustainable Development will host delegations from the 191 member countries in Rio on June 20 to 22.

This Summit's goal is to gather the various players in sustainable development to talk about two main topics:

- **The green economy in the context of sustainable development and eradicating poverty**
- **The institutional framework for sustainable development**

Within this framework, France wants to play a major role in the decisions that will be made. It will be represented in the French Pavilion, conveying the positions of the French players in sustainable development.

The goal is to host the largest number of presentations, particularly on the topics **“Innovation for sustainable cities and regions”**

THE FRENCH PAVILION: representing France in Rio

The French Pavilion's action plan is a reflection of the ambitions and beliefs that the various French participants bring to Rio.

Indeed, France is mobilizing through different participants: groups, institutions, businesses, non-profit organizations, and other participants coming from education, research, training organizations, unions, and think tanks... with the goals of:

- Showing a French presence at the heart of Rio+20
- Affirm the goal for a “sustainable development” governance with many participants
- Value the talents and skills of the various French participants
- Create a dynamic with a hospitality and meeting place
- Nourish the goodwill between France and Brazil for a convivial, quality space

This place will host all the French delegations, including François Hollande, President of France; Nicole Bricq, Minister for Ecology, Sustainable Development, and Energy; Mr. Pascal Canfin, Deputy Minister from the Ministry of Foreign Affairs, as well as more than 150 participants from Club France RIO+20.

THE CONCEPT

At the request of Jean-Pierre Thébault, Deputy Ambassador for the Environment to the Ministry of Foreign Affairs, and François Pujolas, Secretary General in charge of preparations for Rio+20, this site was conceived by gathering local groups, businesses (small, medium, and large ones), public sector players (government ministries and public establishments such as the AFD and the ADEME...), non-governmental organizations, unions, and researchers.

Thanks to its multi-participant approach, Comité 21 has been put in charge of managing and facilitating the French Pavilion.

THE ACTION PLAN

- A hospitality space for discussions, think tanks, forums (side events), press conferences...
- A TV platform (shown on Web TV) with reports, meetings, discussions, interviews...
- An exposition on "Innovation for sustainable cities and regions"
- A lounge space to receive guests, discuss, meet up...

The French Pavilion thus can serve as support for French journalists, with special presentation moments around French goals, solutions, and technologies. It is also set up to receive foreign delegations and participating networks such as Global Compact, ICLEI...

WEB TV: A TRUE VIRTUAL FRENCH PAVILION

The Web TV available on <http://www.tvrioplus20france.org> will relay various web and multimedia event:

- Presentation of the French participants involved
- Schedule and program for French activities in all locations
- Special availability to the European Economic, Social, and Environmental Council in Paris on the Public Access TV platform on June 18, 20, and 22, from 6:00 to 8:00 p.m. For 90 minutes, Pierre-Marie Vidal, Editor-in-Chief of Acteurs Publics, the public-sector monthly magazine, will host players in the sustainable development field: elected officials, association representatives, experts, citizens... who will give their reactions to the Rio +20 negotiations.
- Many media are connected to this event: France Télévisions, Acteurs Publics magazine, Terre.tv, AEF - Audiovisual outside France (France 24 / RFI).

This video platform also returns to the official French site (dedicated and managed by the Ministry for Ecology, Sustainable Development and Energy, and the Ministry of Foreign Affairs), the website diplomatie.fr, the Club France RIO+20 website, and the websites of the various members of the French Pavilion and partners.

Site photographs will be available on the French Pavilion; all the images are available on Flickr: <http://www.flickr.com/people/80372368@N06/>

THE PROGRAM

Each day, a full program of discussions, meetings, conferences, film showings, TV studio events, and broadcasts will be organized at the site (for a detailed program, see page 7 or the Web TV site <http://www.tvrioplus20france.org>).

DESCRIPTION AND LOCATION

Taking up 250m² of hosting space, the French Pavilion is located at Athletes Park, next to the Rio Convention Center in Barra de Tijuca (35km from the city center).

It is open from June 13 to 24, 2012.



THE PROJECT DEVELOPER

Strong from its accomplishments and expertise since Rio 92, and from the dynamic of the gathering that began as part of Club France RIO+20, Comité 21 has been chosen by the Government to manage and operate the French Pavilion.

- **Organizer: Comité 21**



- **Under the government's guidance**



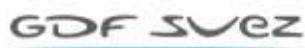
Supported from its beginning, the pavilion is under the guidance of the French Government as well as the Ministry for Ecology, Sustainable Development and Energy, and the Ministry of Foreign Affairs.

- **French Pavilion steering committee**
 - Gilles Berhault, Chairman of Comité 21
 - Sylvianne Villaudière, managing coordinator of the Rio+20 French Pavilion and founding director of the Alliantis firm
 - Antoine Charlot, head of Comité 21's sustainable regions program
 - Publicis Consultants for media communications
 - Charles Ifrah, organization and production oversight; executive director of Forum Concept



PARTNERS

- Official Partners



- Partners



- Contributors



- Media partners



SCHEDULE FOR RIO+20 FRENCH PAVILION

Updated as of June 11, 2012

Date - Time	Pilot	Side Event Pavillon France Rio +20
6/13: 11:00 -11:30 a.m.		-
6/13: 11:30 a.m. - 1:00 p.m.		<u>"Pavilion Grand Opening"</u>
6/13: 1:00 - 2:00 p.m.	JT Pavilion	<u>Direct broadcasts from onsite TV studio every day</u> - Get all the information, TV news, Interviews, Reports on the French Pavilion's Web TV: http://www.tvrioplus20france.org/
6/14: 11:00 a.m. - 12:30 p.m.	CFDT	<u>"Review on the conclusions of the General Assembly of the International Trade Union Confederation"</u>
6/15: 11:00 a.m. - 12:30 p.m.	CGT	<u>"Working for a fair transition and a decent job in our regions and businesses"</u>
6/15-16: 1:00 - 2:00 p.m.	JT Pavilion	<u>Direct broadcasts from onsite TV studio every day</u> - Get all the information, TV news, Interviews, Reports on the French Pavilion's Web TV: http://www.tvrioplus20france.org/
6/16: 2:00 - 3:30 p.m.	Good Planet Foundation	<u>Film & Discussion - Yann Arthus Bertrand</u>
6/16: 4:00 - 6:30 p.m.	Ushuaia	<u>Film & Discussion</u>
6/17: 11:00 a.m. - 12:30 p.m.	GDF SUEZ	<u>"Sustainable energy and water supply in Brazil"</u>
6/17: 12:30 - 1:00 p.m.	Dot Green	<u>NC</u>
6/17: 1:00 - 2:00 p.m.	JT Pavilion	<u>Direct broadcasts from onsite TV studio every day</u> - Get all the information, TV news, Interviews, Reports on the French Pavilion's Web TV: http://www.tvrioplus20france.org/
6/17: 2:00 - 3:30 p.m.	CFDT / Syndex	<u>"CSR social responsibility rating" / "New economic models, green economy, and professional transition" M DEF / CCFD</u>
6/17: 3:30 - 4:00 p.m.	GVT New Caledonia	<u>"One tree, one day, one life: the Oceania federation project"</u>
6/17: 4:00 - 4:30 p.m.	School of Mines	<u>"Information systems and sustainable development" facilitated by G.Berhault and C.Brodhag</u>
6/17: 4:30 - 6:00 p.m.	COMITE 21	<u>"Agendas 21 French sites"</u> French Mayors' Association , MEDD, 4D
6/17: 6:00 - 7:00 p.m.	CARI	<u>"Sustainable production in desert zones: lessons from experience, and opportunities to fight land degradation and eradicate poverty"</u>
6/18: 11:00 a.m. - 12:00 p.m.	PFE	<u>"Water, management of catchment areas, commitments from French participants"</u> IRD EDF ONEMA // JF Donzier, Serge Lepeltier + O. CORNERO
6/18: 12:00 - 12:30 p.m.	EDF	<u>"EDF, a rural company"</u> Claude Nahon, Senior Vice President, Sustainable Development
6/18: 12:30 - 1:00 p.m.	EDF	<u>"Watershed Management"</u>

6/18: 1:00 - 1:30 p.m.	EDF	<i>"Olympic Games"</i> Gérard Wolf, Senior Executive Vice President, International Development
6/18: 1:30 - 2:30 p.m.	JT Pavilion	<u>Direct broadcasts from onsite TV studio every day</u> - Get all the information, TV news, Interviews, Reports on the French Pavilion's Web TV: http://www.tvrioplus20france.org/
6/18: 2:30 - 4:00 p.m.	GDF SUEZ	<i>"Access to essential services: Energy, water, sanitation"</i>
6/18: 4:00 - 4:30 p.m.	SCHNEIDER ELECTRIC	<i>Smart mobility – boosting clean transportation, smart cities and green growth/ Smart mobilité – comment combiner transports propres, des villes intelligentes et de la croissance verte</i> Marcio Leonardo, Président Telvent Brazil, filiale de Schneider Electric
6/18: 4:30 - 5:30 p.m.	MEDDE	<i>"The green and blue model in France: an ecological infrastructure including an overall network of protected spaces"</i> Guyana Natural Park + Franck Faucheux (Minister), Director of the department of operational and sustainable management for the National Museum of Natural History
6/18: 5:30 - 7:00 p.m.	PFVT/ MAE	<i>"The participants in making a sustainable city: path to co-construction"</i> M. DELEBARRE + Joachim HUNLEDE + Antoine DAVAL + Jean-Hugues HERMANT - IGD, Véolia-Environnement, Artélia, United Cities of France (CUF) / M. DELEBARRE, president of CUF, or M. ANTONINI, Mayor of Angers – session chairperson and side-event moderator
6/18: 5:00 - 7:00 p.m.	AFD	<i>"Signing province (???) and financing agreement"</i>
6/19: 11:00 a.m. - 12:00 p.m.	Club France Rio +20	<i>"Hosting the delegation"</i>
6/19: 12:00 - 1:00 p.m.	SCHNEIDER ELECTRIC	<i>Access to energy – fostering sustainable development through access to energy – Grameen Schneider Electric Joint-Venture kick-off"</i> - Jean-Pascal Tricoire, Chairman of the Board of Directors - Pr. Muhammad Yunus, Founder and Chairman of the Grameen social business
6/19: 1:00 - 2:00 p.m.	JT Pavilion	<u>Direct broadcasts from onsite TV studio every day</u> - Get all the information, TV news, Interviews, Reports on the French Pavilion's Web TV: http://www.tvrioplus20france.org/
6/19: 2:00 - 2:30 p.m.	Club France Rio+20 / FDS	<i>"French women call for world governance"</i>
6/19: 2:30 - 3:00 p.m.	ALLENVI	<i>"Sciences of the Sea"</i> - CNRS IRD IFREMER MEDDE - F Gaill, B Dreyfus, F Blanchard, MEDDE
6/19: 3:00 - 4:00 p.m.	WWF	<i>"Gold mining in the Amazon basin"</i> - TARAVELLA ROMAIN + Ingrid Lozada + Lina Villa-Córdoba + Rickford Viera
6/19: 4:00 - 5:00 p.m.	L'OREAL	<i>"A company's contribution to biodiversity"</i> - BLAISE DIDILLON
6/19: 5:00 - 6:00 p.m.	CERDD	<i>"Sustainable Cities"</i>
6/19: 6:00 - 7:00 p.m.	EDF	<i>"EDF Water, Blue Power"</i>
6/20: 10:00 - 10:30 a.m.	Club France Rio +20	<i>"Opening remarks from JP Thebault on the status of Rio+20"</i>
6/20: 10:30 a.m. - 12:00 p.m.	Club France Rio +20	<i>"Speaking French"</i>
6/20: 12:00 - 1:00 p.m.	GDF SUEZ	<i>"A green growth action agenda for cities"</i>

6/20: 1:00 - 2:00 p.m. JT Pavilion

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6/20: 2:00 - 3:00 p.m.	FRENCH GUIANA REGION	<u>"French Guiana, a window on Amazonia: toward an endogenous development model for its territories"</u> / <u>"French Guiana: a European window on Amazonia"</u> - Françoise Gaill CNRS, Thery Hervé CNRS, Anne Coraval CNRS, Agathe Euzen CNRS
6/20: 3:00 - 3:30 p.m.	CNRS	<u>"Guyana, a territory rich in resources"</u>
6/20: 3:30 - 4:00 p.m.	ALLENVI	<u>"Research and sustainable development: Allenvi, a tool of governance"</u> CNRS IRSTEA MNHN Cirad IRD MEDDE - F.Gaill, D.Despréaux, T Grenon, P Caron, M Laurent, MEDDE
6/20: 4:00 - 5:00 p.m.	EDF	<u>"Step on the Gas for sustainable development"</u> - Patrick Simon, General Manager, Norte Flu Power Plant
6/20: 5:00 - 6:00 p.m.	ADEME	<u>"French eco-technologies for a Post-Carbon society"</u> / Moderator: <u>Benoit Trivulce (Director, Ubifrance Brazil)</u> - UBIFRANCE - Participants: François Loos (President, ADEME), Christophe Lecourtier (CEO, Ubifrance), Jean-Pascal Tricoire (CEO, Schneider Electric), Olivier Decherf (CEO, EnviroConsult), Jacques Moussafir (CEO, ARIA Technologies), Eduardo Freitas (CEO, EcoAct Brazil), Philippe Delleur (International Director, Alstom)
6/20: 6:00 - 7:00 p.m.	ADEME	-
6/21: 10:00 - 10:30 a.m.	SCHNEIDER ELECTRIC	<u>"Smart cities – making sustainable cities more efficient, greener, and more livable"</u>
6/21: 10:30 - 11:00 a.m.	SCHNEIDER ELECTRIC	<u>"Energy efficiency – the fastest and cheapest way to green and low-carbon growth"</u> - Gilles Vermot Desroches, Director of Sustainable Development, Schneider Electric
6/21: 11:00 a.m. - 12:30 p.m.	INRA CIRAD	<u>"The agricultural sciences are being mobilized"</u>
6/21: 12:30 - 1:00 p.m.	LAFARGE EPE	<u>"Voluntary business actions"</u> BRUNO LAFONT / CLAIRE TUTENUIT

6/21: 1:00 - 2:00 p.m. JT Pavilion

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6/21: 2:00 - 2:30 p.m.	School of Mines	<u>"Financing and governance of the local green economy"</u>
6/21: 2:30 - 3:30 p.m.	AFD	<u>"Sustainable development in island regions: the case of Mauritius"</u> Representative of the Mauritius government (Prime Minister), Frédérique Cadet, Jean-Jacques Moineville
6/21: 3:30 - 4:00 p.m.	AXA	-

6/21: 4:00 - 4:30 p.m.	PFE	<u>"Green economy"</u> - ONEMA WBCSD EDF - Minister for Ecology ONEMA WBCSD EDF
6/21: 4:30 - 6:00 p.m.	IRD	<u>"Outer space for sustainable development in the regions of the South: application to mutually supportive management of resources in water and rainforests"</u> - Frédéric Huynh, UMR 228 ESPACE DEV + 11 participants // Faced with a rapidly transforming world, observation of the Earth via satellite is becoming an indispensable technology for integrated and mutually supportive management of the territories.
6/21: 6:00 - 7:00 p.m.	AFD [French Development Agency]	<u>French Development Agency press conference: attended by the Mayor of Bogotá, Colombia Announcing the organization of the "Bogotá Summit: Cities and Climate Change"</u>
6/22: 10:00 - 11:30 a.m.	COMITE 21 - Pays de la Loire Province - CERDD	<u>"Toward a sustainable, unified, and humane regional governance"</u>
6/22: 11:30 a.m. - 1:00 p.m.	MAE	<u>"Environmental surveillance systems in the circum-Sahara"</u> - Khatim KHERRAZ + Nabil BEN KHATRA
6/22: 1:00 - 2:00 p.m.	JT Pavilion	<u>Direct broadcasts from onsite TV studio every day</u> - Get all the information, TV news, Interviews, Reports on the French Pavilion's Web TV: http://www.tvrioplus20france.org/
6/22: 2:00 - 3:30 p.m.	IRD	<u>"A territorial approach to social change: Mobilizing scientific knowledge for the development of, and transition to, the green economy"</u> Alain Retière (Association of Earth Sciences and Societies), Jacques Quensière, Chantal Pacteau, CNRS
6/22: 3:30 - 4:00 p.m.	4D + CFDT	<u>NC</u>
6/22: 4:00 - 4:30 p.m.	ALLENVI	<u>"Participative Sciences"</u> - MNHN UNEP CIRAD - G Bœuf, D couvet, T Goverse, E Hainzelin
6/22: 4:30 - 6:00 p.m.	Desertec Foundation	<u>"Clean Power from Deserts"</u>
6/22: 6:00 - 7:00 p.m.	Club France +20	<u>Cocktails</u>

This schedule will evolve every day; please check our Web TV for updates: <http://www.tvrioplus20france.org/>

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