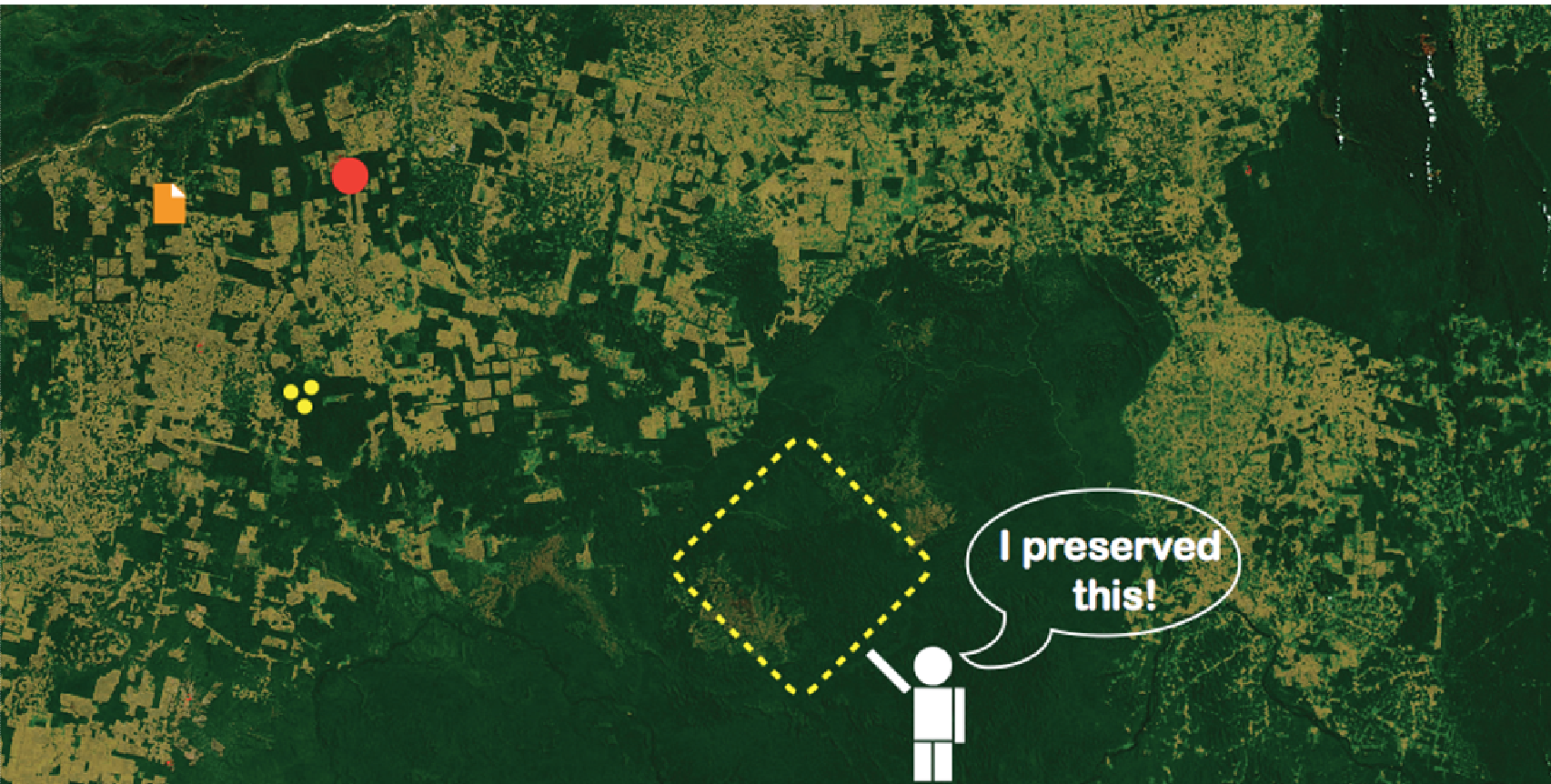




**NatureRights**



**Presentation**

**Innovating financing**

**Network**

**Audience**

**Projects**

**The foundation**

**A socially engaged network targeting globalized environmentalism**



# The web2.0 technology to serve environmental challenges



- **A web 2.0 success story**

After the « Dailymotion » adventure, one of the biggest French successes on the Internet which they contributed to launch and which showed the potential of the web to federate, the team decided to put the technology at the service of an increasingly pressing challenge: environmental preservation.



- **Nature Rights Foundation**

This apolitical, independent nonprofit organization was created in Belgium on June, 9<sup>th</sup>, 2009.

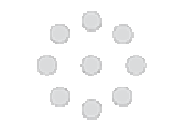
Nature Rights fights for the preservation of Nature allowing the actors of the environmental issues to dispose of the 2.0 networks technologies.



Nature Rights acts respecting ethical principles defined in its Code of Ethics.

- **A socially engaged network struggling for global environmental issues**

Nature Rights creates a web 2.0 social network that promotes projects and campaigns aimed at the preservation of nature, unites the environmental protagonists, and gives the world citizens the opportunity to take action.



- **A mission**

The 2.0 web is an ideal tool for people to face the current environmental challenges together, to optimize the efficiency of their action, to make civic commitment easier and enable the globalization of environmental preservation, in an interactive way.



## A socially engaged network targeting globalized environmentalism



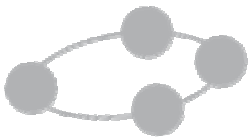
- **The conservancy action: an innovative civic financing**

NatureRights gives individuals and companies the opportunity to finance local preservation projects, giving them virtual conservancy actions. NatureRights allows them to visualize the impact of their contribution thanks to a filled in map, and to be informed of the evolution of the projects.



- **The projects: information and donations' traceability:**

Raised funds will finance map-based sustainable development projects driven by local communities. Concerned communities commit to frequently broadcast information about the results of the actions they lead thanks to publications geographically marked on a map, and a specific information method.



- **The social network: Allowing effective collaborations**

By creating a social network based on an interactive mapping, and thanks to an information system, NatureRights helps coordinate the ideas and action of multiple protagonists so as to ensure the efficiency of the projects.



- **The tools: Meeting the INTERNET users**

Nature Rights uses 2.0 web's infinite possibilities to allow environmental protagonists and citizens of the world to interact. Nature Rights gives virtual communities a real aim.



## A mechanism at the crossroads of three main topical issues

Nature Rights lies at the heart of three topical trends: environmental global awakening and people's need to get involved in it, 2.0 web craze and the search of solutions to the new environmental challenges.

### Environmental global awakening

- OBAMA, AL GORE: a change in progress
- 78% of the world population thinks the planet is in danger (TNS SOFRES-2009)
- 62% of the Europeans consider global warming the most serious problem in the world
- 93% of the French population feel concerned by the environmental challenges



### The web 2.0 phenomenon

- 1.6 billion daily connections per day on community websites
- 169 million persons connected in 10 European countries
- 100% growth/month for LinkedIn & Twitter

### Search for innovative solutions:

- Political: climate is a central issue of international negotiations: Post-Kyoto challenges in Copenhagen
- Scientific: GIEC, Nobel prize 2008, importance of the fight against deforestation in reducing the generation of greenhouse effect gases
- Financial: Leading Group on innovating financing (59 States, U.N and European Commission)



## Progress and guarantees



- **Side Event at the Copenhagen summit**

Nature Rights was invited to participate to the Side Event organized by the Leading Group on innovating financing (chaired by Chile, permanent secretariat held by France) at the Copenhagen Summit .



- **The Nature Rights platform**

Our website is currently being developed (currently in beta state) .The launching is scheduled for December.



- **Institutional recognition**

Nature Rights is supported by the Leading Group on innovating financing of the French Ministry of Foreign Affairs, i.e 55 states and international organizations ( U.N, European Commission) and the main NGOs. Invitation by the Leading Group on innovating financing to present Nature Rights at the 6<sup>th</sup> plenary session of the Group, in Paris, May 2009.

Nature Rights won the French Final of the “Global Social Venture Competition” organized by the ESSEC (main prestigious French business school).



- **NatureRights’ first applications**

- **Latin America: The fight against deforestation**

Partnership underway with the NGO Tchendukua, for a preservation project in Colombia, involving the Indian Kogis community. Presentation of the project to local governments, and confrontation with the Amazonian realities. Meetings with Mr. Carlos Minc, Brazilian Minister for environment; Tasso Azevedo, general director of the Brazilian Forest Service, M.Ps and senators. Partnership underway with two NGOs.

- **Niger: the fight against desertification**

Partnership underway with Pro-Natura International, accredited NGO to the UNFCCC. Acknowledgement of the European Commission and the African Union Commission.

- **Multidisciplinary skillfulness**

The Nature Rights foundation's team gathers experts and highly skilled multidisciplinary volunteers (Internet, Business development, International Relations, Finance...). NatureRights benefits from the legal advising of two international law firms: Salans ([www.salans.com](http://www.salans.com)) and Hunton & Williams ([www.hunton.com](http://www.hunton.com))



[See teaser](#)





## Projects under consideration



- **Fighting desertification in Niger | Pro-Natura International**

**Created in 1986 in Brazil, Pro Natura International is linking poverty alleviation with preservation of the environment.**

In several regions of the world, Pro-Natura International is tackling the social, economic and environmental problems that face rural communities in the Developing World. Using biochar to fertilize, Pro-Natura involves local communities in the setting up of vegetable gardens and agro-forestry projects.

This project would take place in the framework of the **Great Green Wall**, a panafrican initiative backed by the African Union and the European Union. Meetings to encourage the application of NatureRights to this challenge have already been held with the Nigerian Environment Minister, with the European Commission, the African Union, the Senegalese MFA's Head of cabinet.

- **Fighting deforestation in Colombia | Tchendukua**

**Founded in 1997 in France, Switzerland and Canada, Tchendukua aims at helping the 12 000 Kogis Indians to retrieve their land in the Sierra Nevada (Colombia).** Best protectors of the nature, the Kogis represent an ancestral civilization that has progressively fled before intensive agricultural exploitation and deforestation.

- **Fight against deforestation in the Brazilian Amazon : Rainforest Foundation Norway (partnership under consideration)**

Partnership with Rainforest Fondation Norway in the Xingu reserve and with the Kayapo native community under consideration.



# AN INNOVATIVE FINANCING TOOL



[featured project >>](#)
[video](#)
[map](#)



**Preserve an hectare of rainforest in the Amazon**


 created by "organisation name"  
 date de creation  
 9 events | 25 articles | 300 contributors

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt [suite >>](#)

**One hectare for 20 years: 60E**  
**Preserve one acre : 20E**  
**One tree for 1 Euro**

[see project information >>](#)  
[conditions >>](#)

[preserve your area now !!](#)

Goal : 20.000 ha

8.000 hectares

**Kayapo project**

sponsors : 3400 | time left : 5 weeks

- NatureRights opened projects to financing from any citizens and corporate entities who are willing to contribute to nature-friendly initiatives run by local communities and adopted for being ethically and scientifically positive.
- NatureRights thus offers individuals as well as companies from all around the world the opportunity to take symbolical "Conservancy Actions".
- Individual contributions lead to make tremendous large-scale projects come true.



## FOLLOW THE IMPACT & PROGRESS OF YOUR ACTION IN REAL TIME

The screenshot displays the NatureRights website interface. At the top, there's a search bar and navigation links. The main content area shows a map of Reserve Kayapo with a yellow boundary. A user profile overlay for Kim Gjerstad is visible, showing his profile picture, name, location (Montreal, Canada), and a list of his actions: 5 actions, 6 articles, 35 campaigns, and 3 events. The profile also includes a bio: "Steve is seeking for solutions >>". Below the profile, there are buttons for "Send a message", "invite in group", and "Chat". The left sidebar contains various filters and options, including "Active groups", "Village wakalpulko", "friend n° 1", "friend n° 2", "friend n° 3", "Local information", "Local associations", "new place", "how", and "an application".

- Thanks to a detailed mapping system, every member can follow in real time the evolution of the piece of land he or she is looking after in accordance with his/her contribution.
- The aim is to entrust NR members with a specific area to preserve and to do so, these members are provided with a detailed map containing more information about field operations.
- NatureRights tends to bring together donors and people working in the field thanks to its both thematic and social network supported by mapping systems and a wide range of community functionalities.





## INFO SHARING AS AN ESSENTIAL LINK



**Reserve Kayapo**  
[map view](#) | [page view](#)  
[About Kayapo](#) | [Protectors \(1340\)](#) | [Local](#) | [Agenda](#) | [News](#) | [Campaigns](#)  
[» local cams](#)   [» villages](#)   [» local information](#)   [» associations](#)

---

[local information](#) > [local communities](#) > [Bora Indian Children in the Amazon](#)

## Bora Indian children in the Amazon

Amazon, Pará state, Brazil. Fauna and Flora conservation

Uploaded on 18 October 2006

**By Bora village Amazon**  
His articles, or his profile

[Share this](#)

[Save to favorites](#)

[Add to groups/events](#)

**Tags**

[communities indian](#)  
[Bora Ethnicity Kayapo](#)  
[village children](#)  
[Rainforest](#)

[more](#)

**Groups/Events**

[Virtual Communities](#)  
[Social Media](#)  
[WorkStyle 2.0](#)  
[Community of Practice](#)

[more](#)

**Map Kayapo Amazonia**

  
☐ embed map  
☐ switch to map view mode  
☐ see my map

**Last events / agenda**

A new reserve is about to...  
in Amazonas.  
[View article](#) [Act now](#)

Discover a new Webcam in...  
chi village.  
[Watch](#)

Experts needed in Rondoni...  
tion Program on Castanha...  
[more](#) [other active grou](#)

**BOOKMARK**

Bookmark & Share @ Add This

★ Favorites	Del.icio.us
Digg	Google
MySpace	Facebook
Reddit	Live
Furl	Yahoo MyWeb
StumbleUpon	More...

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dol...  
aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae v...

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, se...  
res eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui c...  
consectetur, adipisci velit sed quia non numquam eius modi tempora incidunt

- Contributors can follow the progress of their project...
- ...through map located content updated by the local leaders and regularly published.
- Every contributor is part of the community and is kept posted about each step of the project, receiving the latest news from the field.
- They can also get involved in free actions such as volunteering, skills sharing, campaigning, etc.

## BECOME A NATURE ANGEL



- This innovative funding system happens to be an essential tool to increase public awareness and boost community action.
- Making a monthly donation in order to preserve a piece of the global ecosystem:
- The financial contribution is directly allotted to a specific area, project or population and a team already chosen by the donor on NR website.
- The allocation is thus determined geographically.
- Getting involved in conservancy actions leads companies and corporations to :
  - Play an active part in the protection of the natural heritage;
  - Meet their corporate social responsibility requirements in an effective way and on the long run
  - Emphasise their environmental positioning to their public: the more they preserve, the more corporate entities get visibility.



**NatureRights**

PRESENTATION  
The choice to act

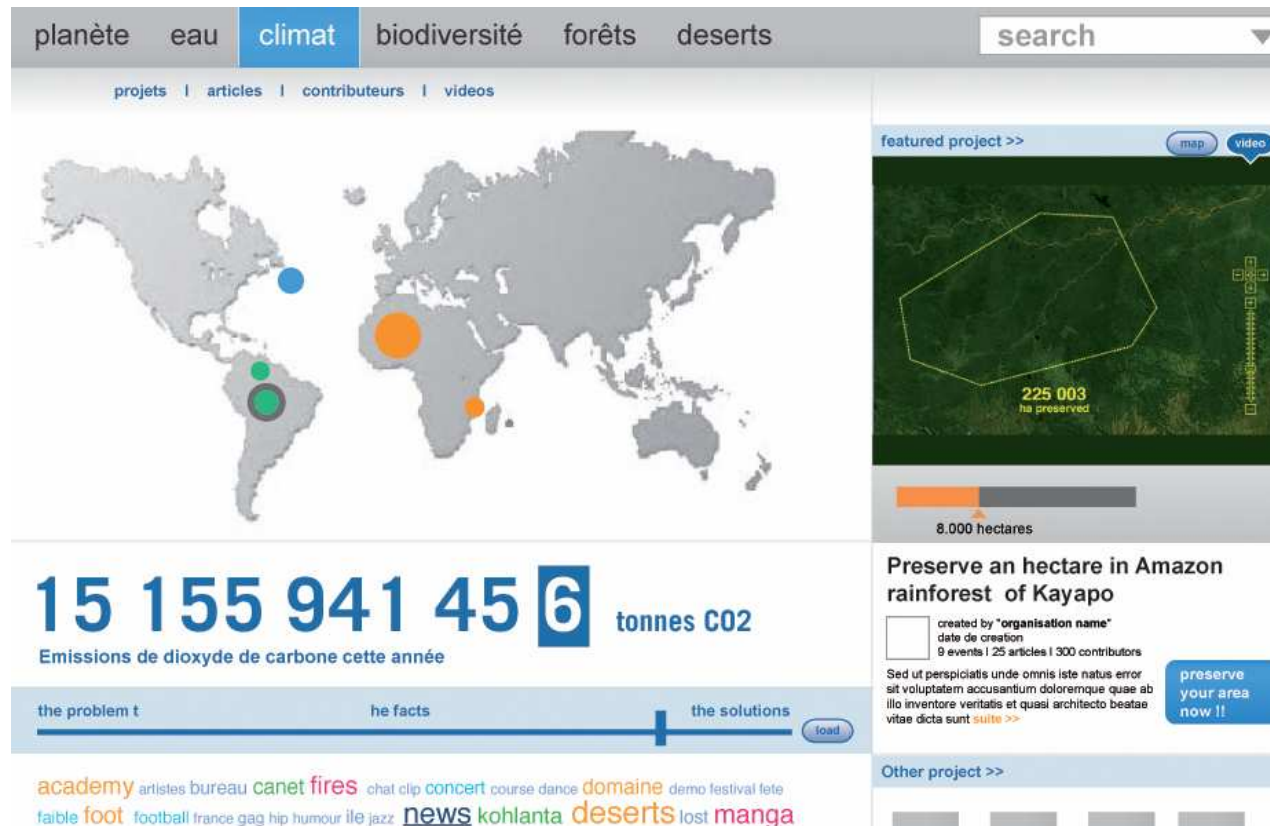
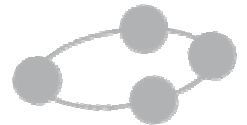
INNOVATIVE FINANCING  
A tool for NGO's

**THE NETWORK**  
Optimization of synergies

AUDIENCE  
Towards an active citizen

THE FOUNDATION  
information spreading

## NATURERIGHTS: THE CHOICE TO ACT



- Environmental protagonists commonly share info about their conservancy initiatives (campaign and project launching, articles) thanks to an efficient, cooperative UGC – *User Generated Content* – system and many others mobilisation tools.
- Projects are carried out on the basis of the major environmental thematics and monitored by an efficient mapping system.
- Some of those projects, when approved, are opened to financing and highlighted in the Thematic section
- Internet visitors can see the point of the initiative, the current situation and the solutions proposed before making a decision.
- Visitors then choose the place, project, population they want to look after, along with the organisation or team to work with.
- They eventually opt for a type of contribution, whether financial or not such as skills sharing, volunteering, campaigning, etc.





**NatureRights**

PRESENTATION  
The choice to act

INNOVATIVE FINANCING  
A tool for NGO's

**THE NETWORK**  
Optimization of synergies

AUDIENCE  
Towards an active citizen

THE FOUNDATION  
information spreading

## AN ESSENTIAL TOOL FOR NGOS: NR's contribution to aid effectiveness

The screenshot displays the NatureRights website interface. At the top, the user profile 'Tailan' is shown with navigation links: 'sa page', '(25) ses campagnes', '(152) ses actions', 'ses groupes', and 'ses comment.'. Below this, three campaign cards are visible:

- OCEAN DEFENDERS**: Features a star logo and text about 'Defending Our Oceans'. It has 256 members, 25 actions, 12 542 hits, 158 downloads, and 5 blogs. Tags include 'oceans biodiversite poissons bateaux Pacific Atlantique voiliers'.
- STOP PIRATE FISHING**: Features a skull logo and text about Unilever's role in piracy. It has 256 members, 25 actions, 12 542 hits, 158 downloads, and 5 blogs. Tags include 'pêche poissons oceans bateaux eco consommation'.
- ASSEZ DE DETRUIRE LES FORETS**: Features a forest logo and text about Unilever's role in deforestation. It has 256 members, 25 actions, 12 542 hits, 158 downloads, and 5 blogs. Tags include 'biodiversite forets label PCF ecoconsommation'.

On the right side, there is a map of Marseille and a project progress bar for 'Preserve one acre to restore it to the Kogis Indians' with a participation goal of 20E and a goal of 25,000 acres. The progress bar shows 59% completion.

- NatureRights is thus a valuable tool for environmental protagonists as it allows them to largely broaden their action using both thematic and geographical datas, and then:
  - Promote their campaigns and actions
  - Give more visibility (and thus donations) to their projects: increase aid efficiency
  - Inform and make people aware and involved in green charity
  - Gather up their communities and even Get new members
  - Pool activists' skills and Work for community action
  - Match needs with resources
  - Take advantage of their audiences and networks
- NatureRights provides online services: from the website supporters can create events, mail to the whole community, set up their own project roadmap, or export personal widgets, among other things.



**NatureRight**

PRESENTATION  
The choice to act

INNOVATIVE FINANCING  
A tool for NGO's

**THE NETWORK**  
Optimization of synergies

AUDIENCE  
Towards an active citizen

THE FOUNDATION  
information spreading

## A protagonist citizen of environmentalism



Web 2.0 methods and tools oriented towards an active citizen participation place the internet user in the centre of the action since the challenge consists in implying them alongside people acting on the field.





**NatureRights**

PRESENTATION  
The choice to act

INNOVATIVE FINANCING  
A tool for NGO's

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Towards an active citizen

THE FOUNDATION  
information spreading

## DISTRIBUTION OF INFORMATION



### Brazil seeks deforestation plan support

October 20, 2006 by la novella



<http://news.yahoo.com>  
Tue Oct 17  
SAO PAULO, Brazil -

Brazil's environment minister met Tuesday with former Vice President [Al Gore](#) and urged him to back a Brazilian proposal to help developing countries obtain aid to prevent destruction of their rain forests.

Brazil is proposing the creation of a fund financed by developed nations that would provide financial incentives for developing countries to keep their rain forests standing.

"The ex-vice president of United States was very sympathetic to the Brazilian proposal," Environment Minister Marina Silva told reporters after meeting with Gore in Sao Paulo. "He has a public commitment and is a respected activist around the world for this cause. He should analyze it and possibly become an ally" of the proposal.

Gore, who was in Sao Paulo to promote his book "An Inconvenient Truth," did not speak to reporters following the meeting.

Brazil first proposed the idea in Rome last August at a preparatory meeting for the 12th Conference of Parties to the Convention on Climate Change and said it would make a formal proposal at the conference in Kenya in November. The idea would be to create a voluntary fund that would reward developing countries for how much they reduce deforestation below traditional levels.

 **Kim says**

Plane is taxiing. No twitter in flight :) see you on the other side in about 12hours pls tell the pilot if a blogstorm starts or anything!

about 6 hours ago

 **MyAmazon**

**Kayapo Reserve** **NatureRights**

Goal : 230000ha

96856 ha 230000ha

[see Kayapo's page](#)  
1340 protectors 400 companies

 **protect your tree**

 **protect your acre**

  embed this widget on your blog [copy code](#)


4382 readers  
BY FEEDBURNER  
Abonnés FR

26240 readers  
BY FEEDBURNER

Video feed


407 listeners  
BY FEEDBURNER

Subscribe to the podcast on iTunes.  
[SUBSCRIBE](#)

 **MyAmazon**  
see my protected rainforest

**NatureRights**

**facebook**



Name:  
Events:  
None

Add me on ...

[twitter](#)  
[Linked in](#)  
[facebook](#)  
[del.icio.us](#)  
[flickr](#)  
[YouTube](#)

- The Internet spread effect ensures an exponential distribution of information through emerging networks, the phenomenon of Cascading behaviours & cross virtual ids.
- Tools and methods which put the internet user in the position of relaying information reduce the audience number.
- The internet user becomes a communication centre: campaigns' spread through his/her blog, exportable widgets, banners' publication, participation and creation of events, groups around campaigns...



## RECRUITING AUDIENCE



- The NatureRights' strategy of finding new possible audience is based on the standard web2.0 devices. They ensure a quick increase of audience combining viral marketing with the transverse use of social networks.
- Coordination of network activities on other websites
- Web service: exchange of information between platforms, interconnectivity
- Nature Rights external applications (ex: Facebook)
- Virtual communities
- Gateway with other social networks (publications and decentralized authentication systems ensuring a onetime only registration)





## ANALYSE OF THE AUDIENCES' TRENDS

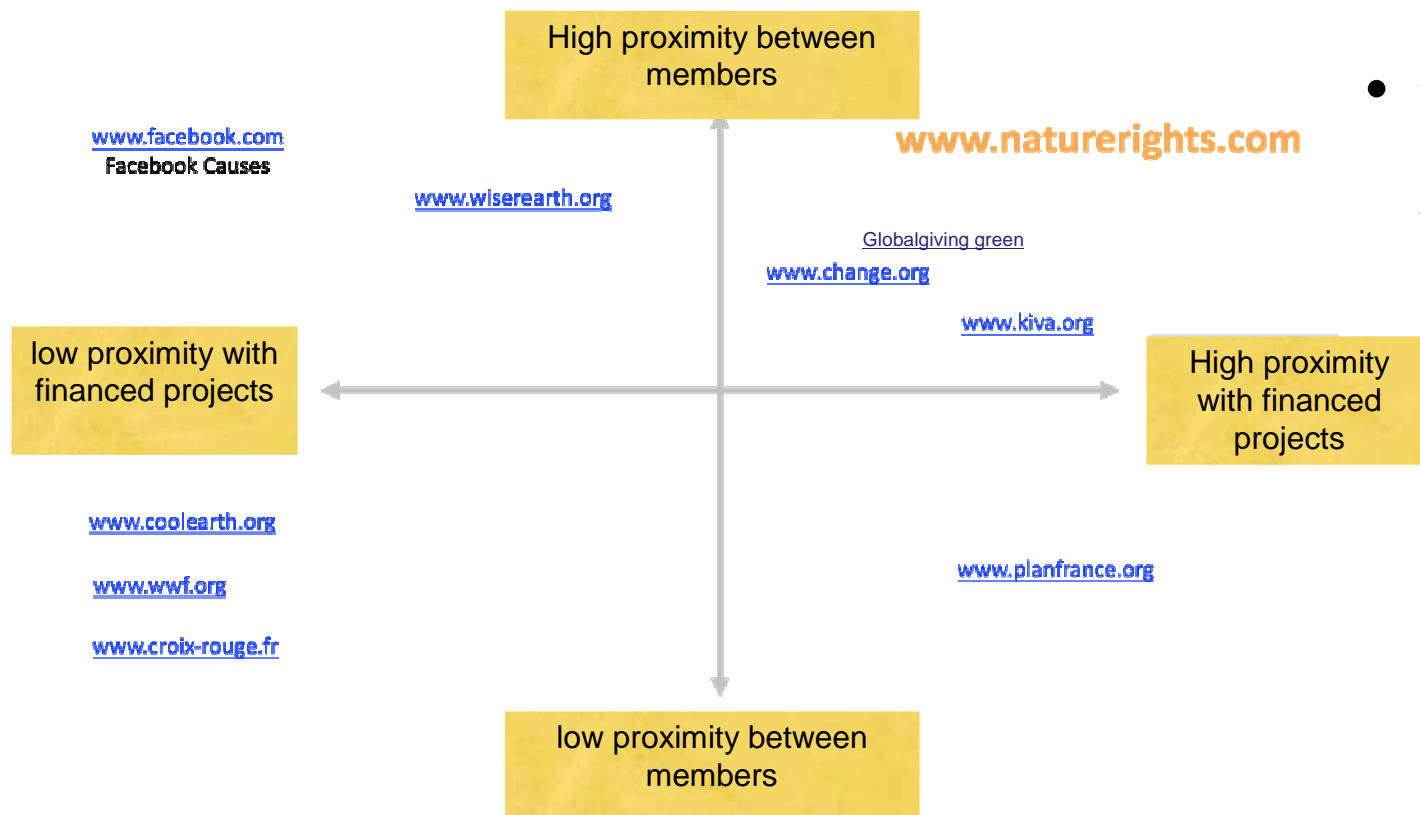


- Statistical average of June 2009 (Google Trends sources), websites close from the NatureRights concept  
Number of visitors / day  
**Change.org : 10 300**  
**Kiva.org : 18 800**  
**Wiserearth.org : 1060**





## A unique position on solidarity websites



- While some websites offer donations online, none offer a strong proximity both between their members and with the financed projects.



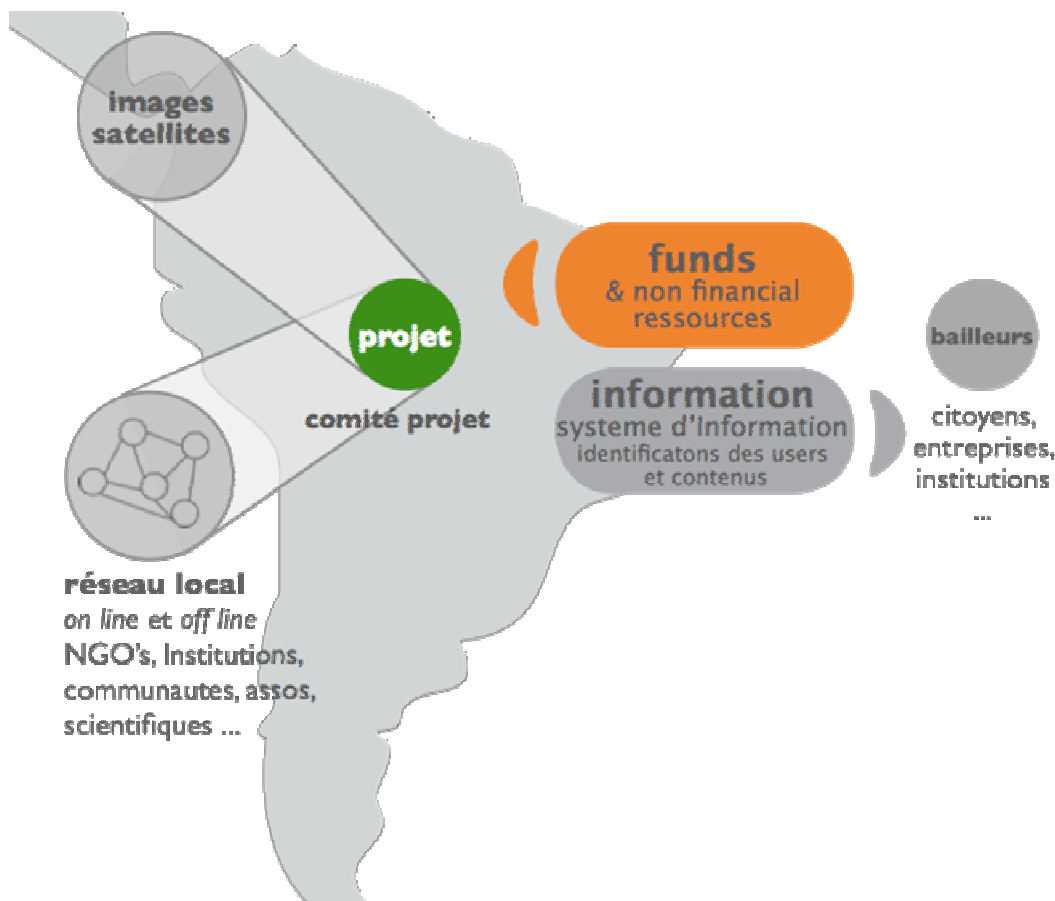
## COMMUNICATION

- Each project comes with a communication strategy which goal is to provide clear information and help bring funding, in line with the related protagonists. NatureRights accompanies this development throughout the process (events, partnerships, media planning, on-line buzz..)
- The network is built-up on-line (buzz, network, spreading) and thanks to other devices (mobiles, iphones), as well as off-line (artistic mobilizations, happenings, events).
- NatureRights leads its actions on different levels:
  - institutional : UN, Leading Group on innovative financing, ...
  - Citizen-targeted initiatives
  - services to NGOs
  - partnerships with companies





## FUNDS FLOWS Vs INFORMATION FLOWS

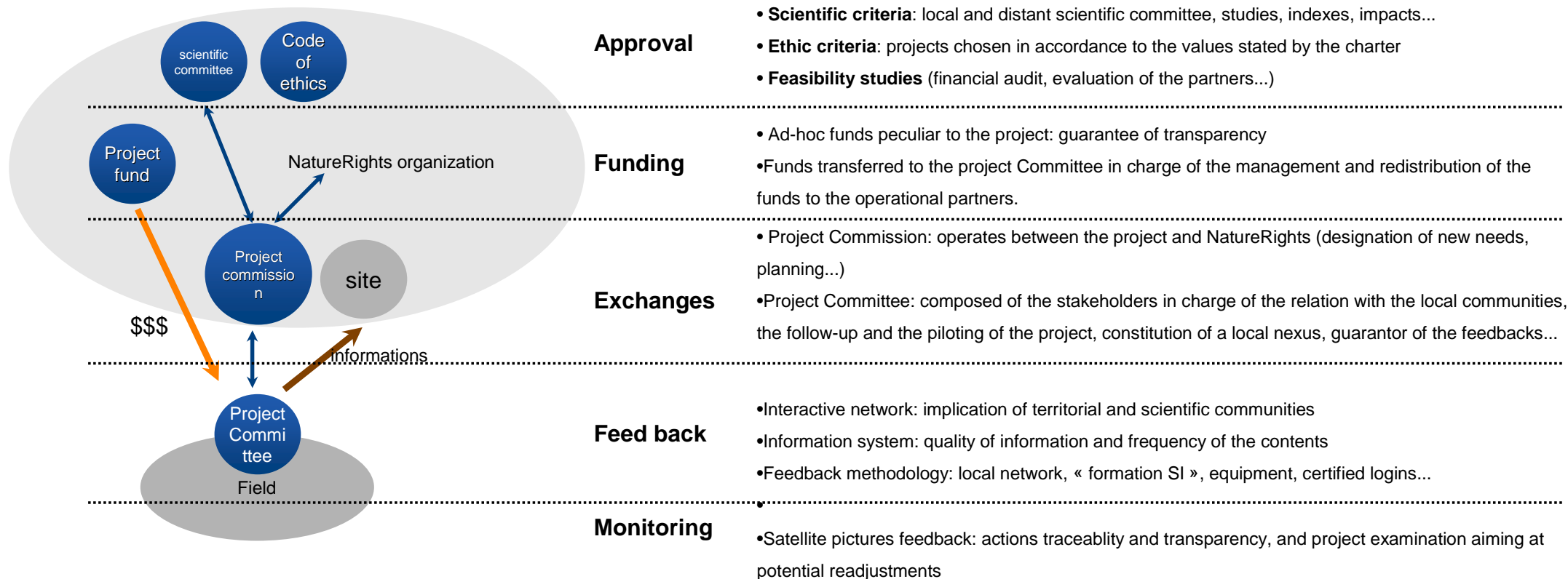


- NatureRights channels the flow of resources towards the preservation projects led by local communities on their plots.
- The projects concern the preservation of ecosystems, their restoration and sustainable growing. They are existing, map-based, and allow for a high degree of transparency.
- NatureRights provides a regular flow of information between preserved zones and those who contribute to its development, through articles published by the project-holders and satellite pictures which would be updated on the interface.
- **Raised funding is redistributed to:**
  - The local protagonists and communities in charge of the implementation of the projects (90%)
  - NR to guarantee the sustainability of the system (10%)
- Those who receive the funds commit to regularly give information on the results of the actions led.



## INTERNAL ORGANIZATION

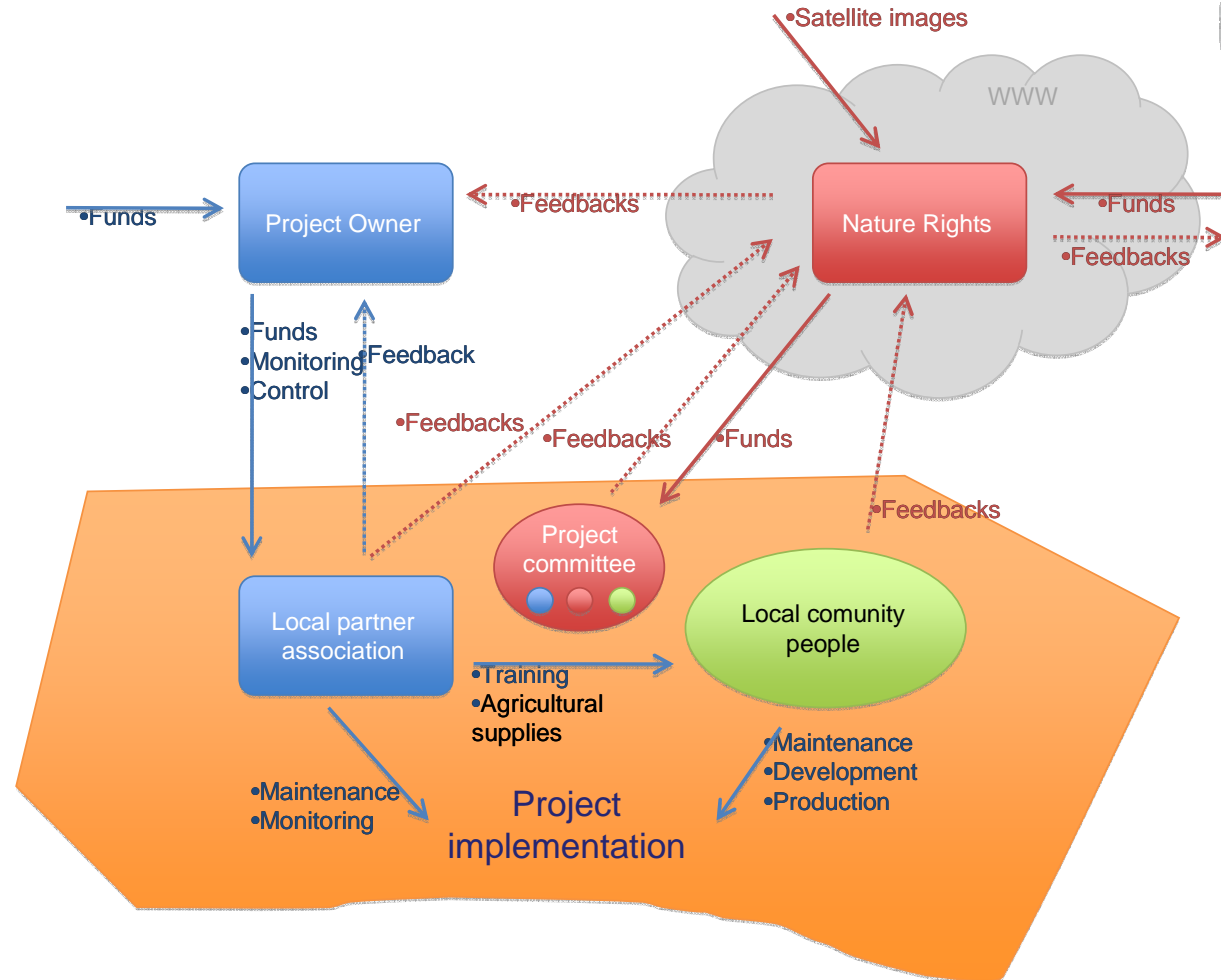
- Even though the purpose of the NatureRights foundation is not to realize projects, it vouches for the transparent use of the funds as well as the monitoring of the development of the projects to the contributors. In order to guarantee this process, specific organs and a group of actions are put in place in each step.



## COLLABORATION SCHEME

Every project requires a specific collaboration scheme.

This graph defines the outline of the process.





# PROJECTS MODUS OPERANDI



## To certify

## To implement

## To guarantee

foundation

Selection criteria: Charter, scientific Committee

- Analysis of the impacts of the projects
- Validation of the partners
- Financial Audit, « BP »
- Signature of the agreement; commitment of the different groups

**Creation of a fund dedicated to the project**

- Transfer of the funds to the partners
- Monitoring and surveillance of the management of the funds compared with the march of the projects

**The Surveillance Committee validates locally the progress of the project according to the evaluation indexes**

Fieldwork

- ☐ - Collaborative diagnosis of the project
- ☐ Identification of the local network
- ☐ **Setting-up of the dedicated Project Committee (PC)**
- ☐ Definition of the operational outline
- ☐ Definition of the indexes of examination of the project by the PC and the scientific Committee

**- Specific and technical equipment of the local protagonists**

- Training on the digital tools
- Participative creation of contents (pictures, videos, reports). Monitoring during the carrying out of the project

- Examination according to the indexes
- Redefining of the project for the next administration (???)
- Reorientation of the operational outline

Website

Creation of the working space of the project and applications specific to the project

Launching of the communication campaign

**Collection of the opinion of the internet users regarding the project**

Posting of needs & ressources

**Opening of the fundraising campaign + evaluation tools**

Regular posting of information coming from the local protagonists

Exchanges between the scientific community and the local protagonists

- Cartographic tools to monitor projects
- Satellite pictures
- **Participative monitoring** from the contributors
- **Publishing of contents by the local contributors** regarding the progress of the projects and their impacts



NatureRights

PRESENTATION

INNOVATIVE FINANCING

THE NETWORK

AUDIENCE

THE PROJECTS

THE FOUNDATION

funds Vs information flows

Intern organization


Collaboration Scheme

Modus Operandi

The project page The Project environment



## THE PROJECT PAGE



**Project Quebradeiras de Coco de Babassu**

type: project | extrativism  
community: Quebradeiras de coco  
zone lieu: Amazonia, Tocantins

MIQCB cree par le MIQCB  
le 18 Janvier 2009

350KT carbon stocked in 2 month

Goal : 10.000.000 hectares

achieved: 5.000

home | presentation | articles | actions | contributors | local actors

s'inscrire au projet

follow me

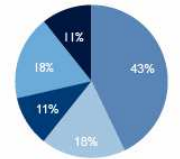
facebook.com  
youtube  
flickr  
tweeter  
site das quebrade...

ressources

Total funds raised:  
30430 Euros

Goal :  
125.000 Euros

Distribution:



● implementation  
● monitoring  
● naturerights  
● logistics  
● communication

featured | teaser

see all

**Preserve an hectare with the community of Quebradeiras de Coco de Babassu**


Preserving a hectare of virgin forest in participating in the project Community quebradeiras coconut, composed of nearly 400,000 women who protect 10 million hectares, a combined action of extractivism and reforestation.

more info

join this project

250 sponsors | 3400 Euros raised | 5.000 ha preserved

page view | map view



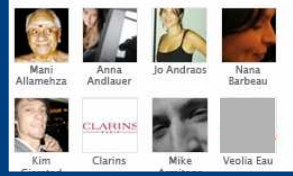
see full map | embed this map | rss feed

mapping for contributors


contributors

see all

250 natureangels | 25 sponsors




donators / contributors



local actors

see all

8 institutions | 58 organisations | community



Local actors







governments ngo

spread box

widgets | application

login  
auth  
ntified

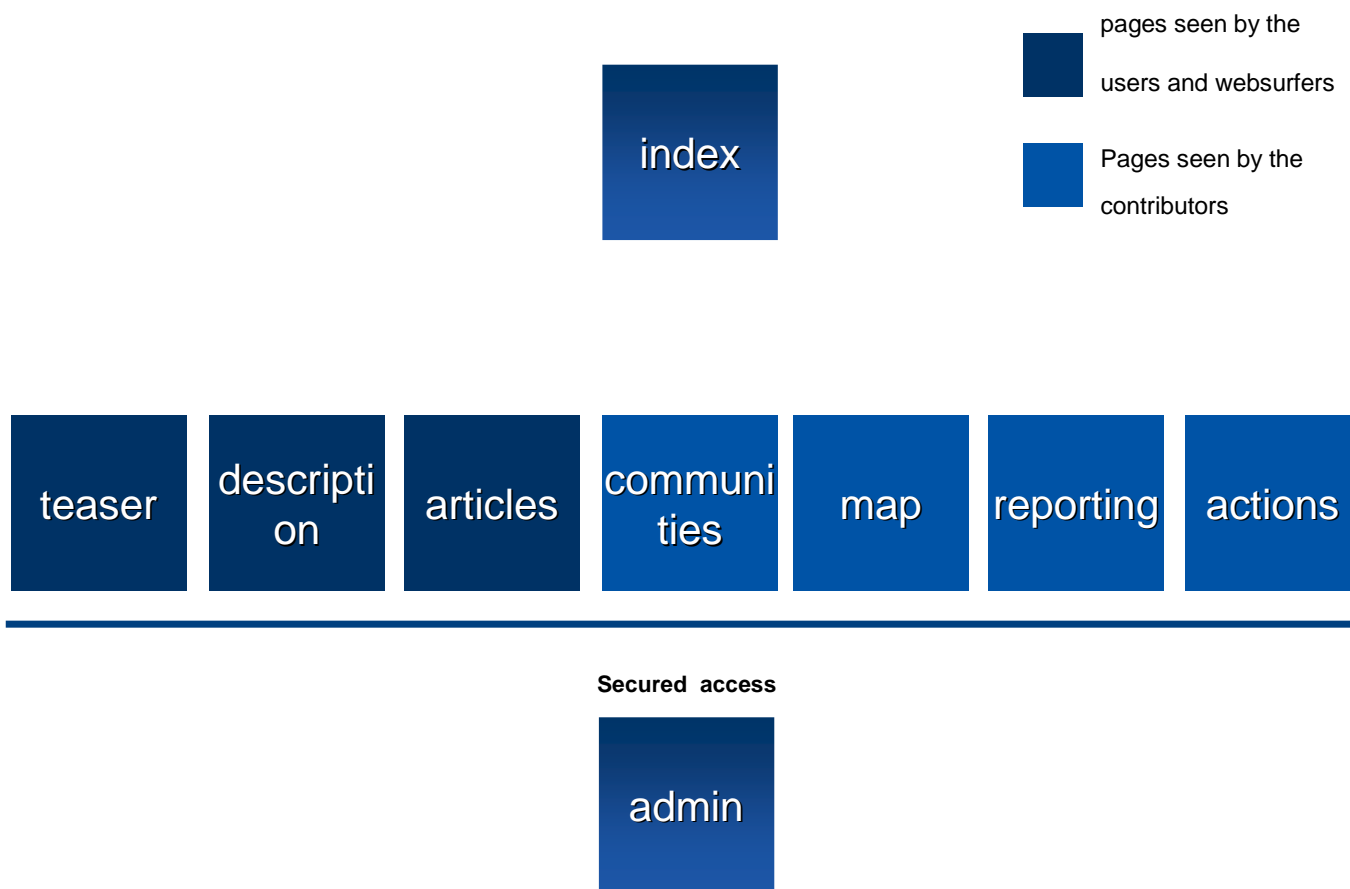
Administrators/project publishers

- Exportable Teaser
- Project Community :
  - Contributors
  - Local Authorities
- Project Description
- Articles and Multimedia content
- Reporting
- Events actions widgets
- Functionality in the community
- Personal links and websites





# Project environment

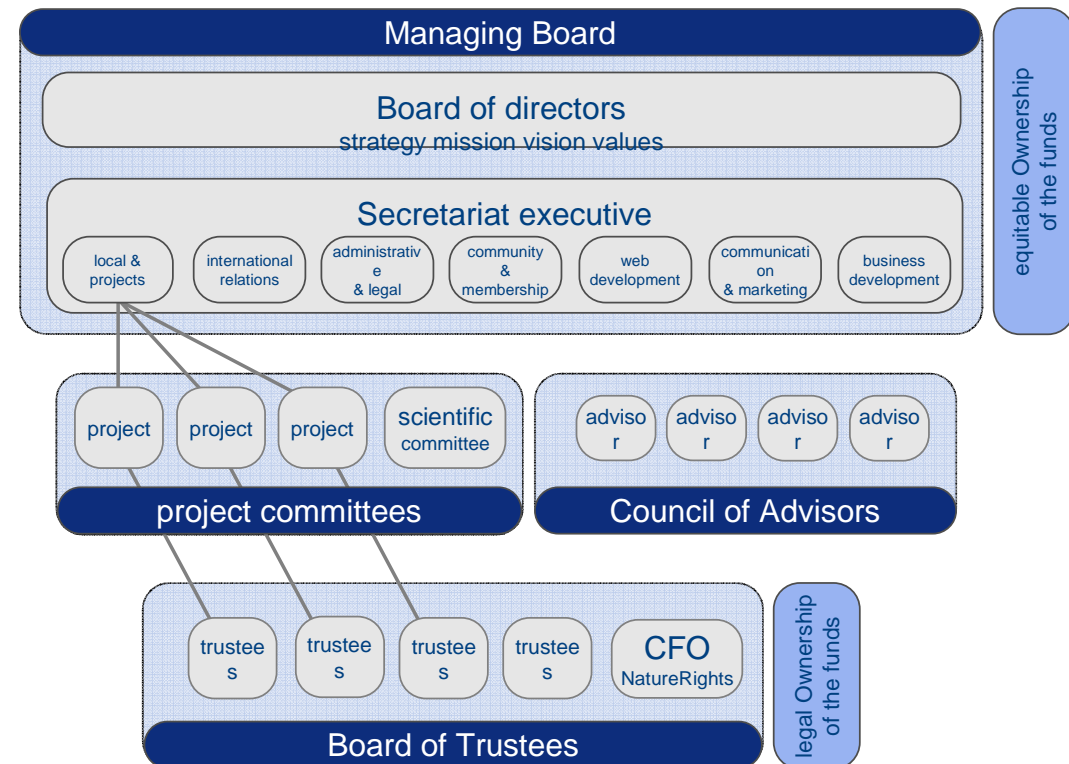


- Contributors have a largest access than users and websurfers
- Project Administrators and Publishers have an authenticated login.
- Administrators control the entire project space.
- Publishers control the content.
- They can invite other members, publish articles, moderate the contents and the comments
- They can create events, send messages to their members, install plugins (petitions, volunteering...)



# Governance Model

- NatureRights is a Belgian non profit foundation. It was registered in Brussels on June 9th, 2009. NR is approved by the Trans Giving Europe Programme and *is entitled to tax exemption in Europe and in the USA.*
- NR is a French association established by the 1901 law. It was registered in the Official Journal on January 17th, 2009.
- The foundation's governance structure was elaborated by the international law firm Salans.
- The structure has a managing board and a board of trustees. The administration of the securities (MB) is separated from their possessions (BoT) for transparency and due to the heterogeneity of the stakeholders (institutions, NGOs, local communities deputies, investors, world citizen, etc.)
- The closes-end funds are set up for each project.





## A highly skilled and multi-talented team & numerous supports

- NR's team gathers people from the first internet French success and talented multidisciplinary volunteers.
- **Internet Experts** : Samanta Novella (Co-founder of DailyMotion: Artistic Director), Eric Morel (Senior Business Manager ATOS), Sony Nolais (Senior Project Manager Voyages SNCF), Stephane Deleglise (Roomlinker Founder) Benjamin Bejbaum (Founder of Daily Motion)
- **International issues Experts** : Cécile Sportis (Former UN official, Gender high-ranking expert at the French Ministry of Foreign Affairs), Pascal Vinarnic ( President and Founder of the Ceres Finance funds; Founder of Fondation Déméter (Micro-finance), Charles Rosier (Goldman Sachs Managing Director), Jean Constantinesco (French Ministry of Foreign Affairs)
- **Multimedia Experts** : David Rosier (Moondog productions) , Florent Delforn (Radio&co)
- Mentors: P. Douste- Blazy (UN Deputy Secretary-General in charge of innovating financing), Ayo (Singer), Pio Marmaï (Actor)
- Support : National finalist of the ESSEC contest « Global Social Venture Competition », Leading Group on the French Ministry of Foreign Affairs innovating financing: [leadinggroup.org](http://leadinggroup.org) (55 countries, UN, European Commission & important NGOs,, Pro Bono Consulting by Salans International and Hunton & Williams (juridical structure, governance of the Foundation, tax aspects)

### They do



Samanta Novella



Stephane Deleglise



Jean Constantinesco



David Rosier



Sony Nolais



Florent Delforn



Laurent Maurice



Eric Morel

### They advise



Benjamin Bejbaum



Pascal Vinarnic



Catherine Mullen



Philippe Douste-Blazy



Memelia Moreira



Charles Rosier



Cécile Sportis



Ayo

### They support



GSVC Contest



Financements innovants



Hunton & Williams



Discovery Channel



Salans international



hexacta



## CODE OF ETHICS

- NatureRights works for the protection of nature using the web2.0 network technologies to serve the environmental protagonists.
- NatureRight acts according to the ethical principles specified by the charter.
- Nature is a common heritage to be protected for the future generations, anybody must be able to act.
- Defence of minority and native rights, and protection of their culture and knowledge
- To involve the world citizens as environmental protagonists
- To place the project beneficiaries in the centre of the action
- To give a new meaning to technological progress using it in the purpose of an environmental action
- To protect the environment considering the economic and social realities
- Result and effectiveness
- To give back the power to mankind in a system that currently enslaves it
- 2.0 culture : participative, collaborative, decentralized, flexible, synergies
- NatureRights is convinced that this is necessary to link environmental protagonists in order to gather all resources and make them converge to a common action, dynamic and quick enough to stop global warming and work for the earth protection.



**NatureRights**