

BUILDING THE FUTURE TOGETHER

An initiative by

FONDS DE
DOTATION
CANNES
Agir pour les Cannais

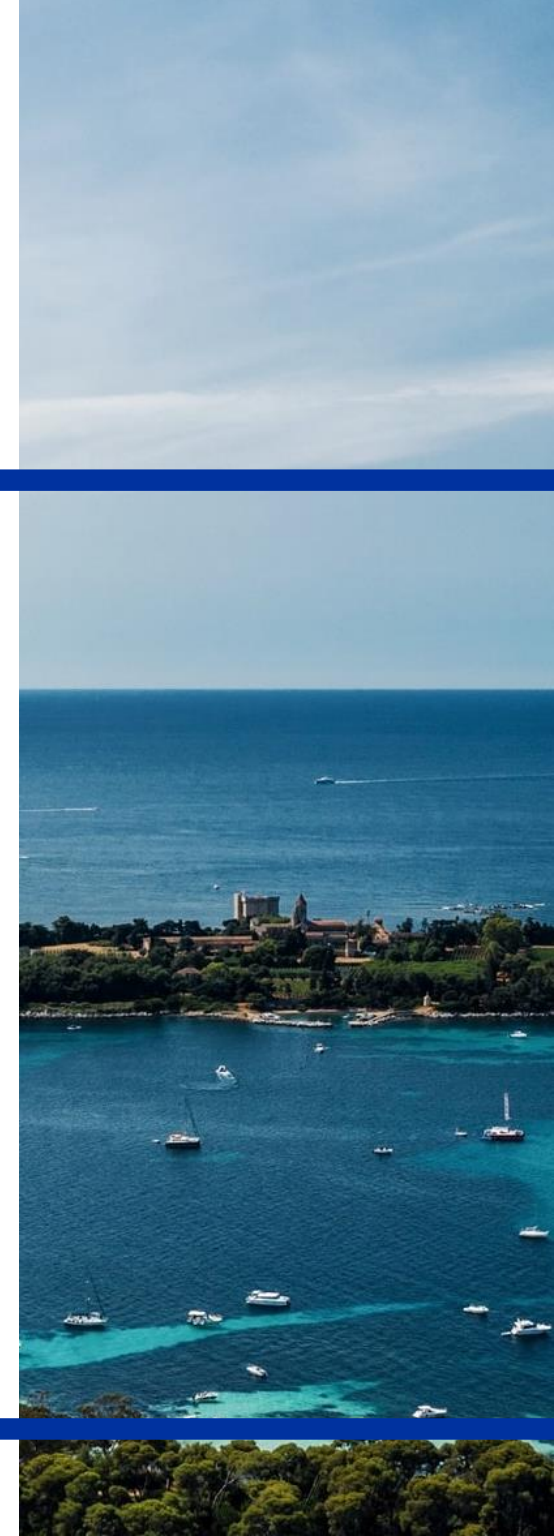
&


**PALAIS DES
FESTIVALS**
ET DES CONGRÈS
CANNES

ENHANCEMENT OF AN EXCEPTIONAL NATURAL HERITAGE

The high quality of the infrastructures, an excellent hotel industry, but above all an exceptional environment make Cannes a privileged and major destination for business tourism as well as for leisure tourism.

This initiative therefore corresponds to a process of mobilizing all Cannes stakeholders and their partners, with the aim of protecting, enhancing and restoring a natural heritage of which we are all beneficiaries.



THE ENDOWMENT FUND

A TRUSTWORTHY LOCAL PARTNER

An entity administered by the City of Cannes
and 6 private administrators,
including the Palais des Festivals et des Congrès,
guaranteeing:

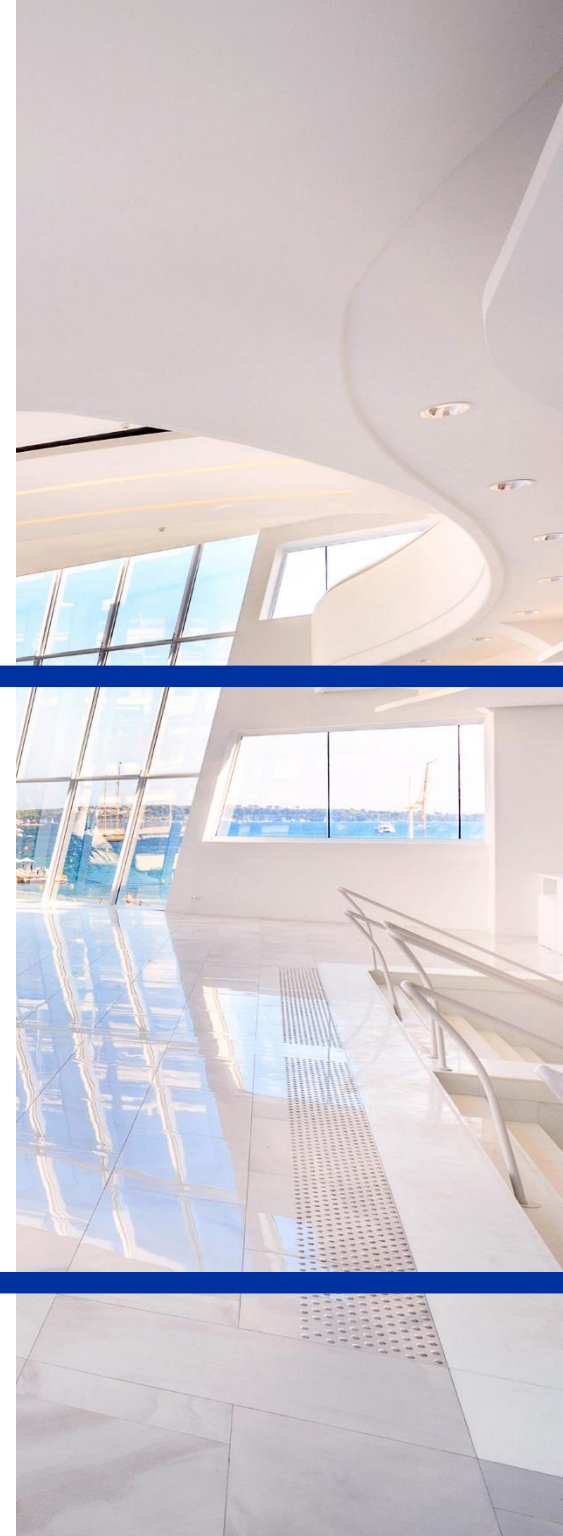
TRANSPARENCY

RELIABILITY

VISIBILITY

VILLE DE CANNES · ANNY COURTADE · CLAUDE MULLER · E.LECLERC RANGUIN · CAISSE D'ÉPARGNE CÔTE D'AZUR

· PALAIS DES FESTIVALS ET DES CONGRÈS DE CANNES · THALES ALENIA SPACE



THE ENDOWMENT FUND

A TRUSTWORTHY LOCAL PARTNER

ITS ROLE

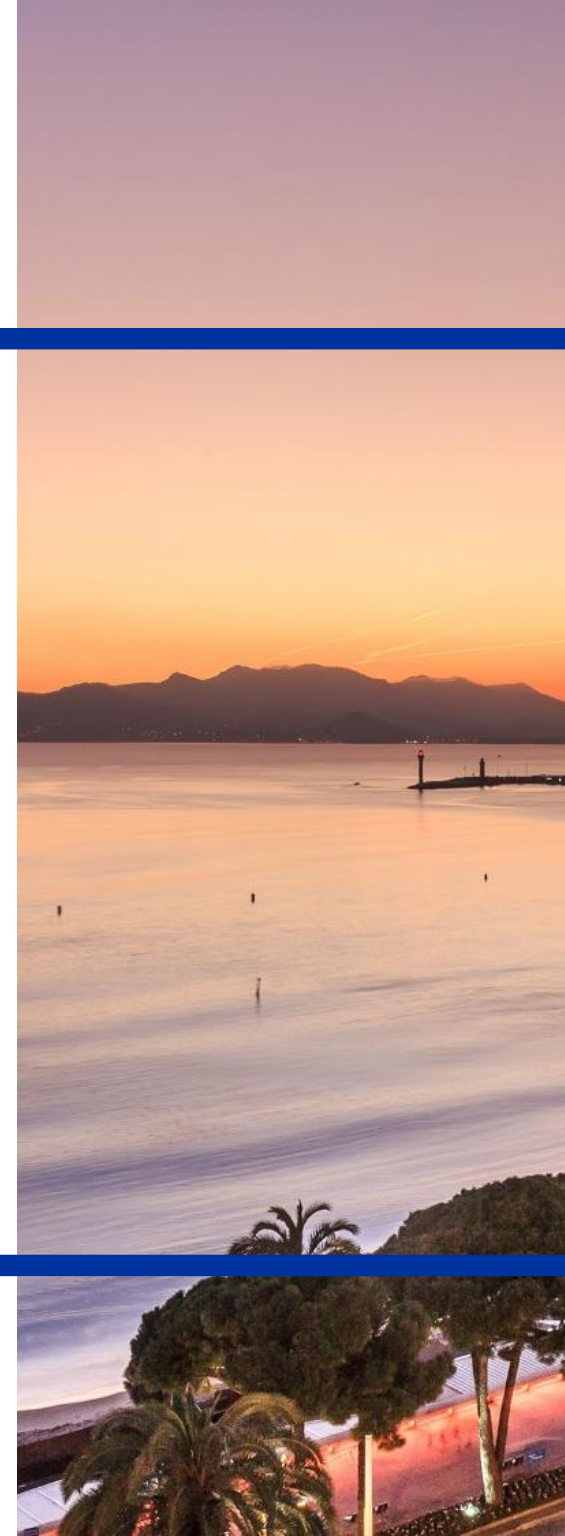
Call, study and selection of projects of general interest in the preservation of the Cannes environment

Collection and distribution of funds according to the chosen projects

Monitor projects' activities, finances and impact

Establishment of an independent scientific advisory committee

« An action by and for the citizens of Cannes »





THE SEMEC, AT THE HEART OF THE PROCESS

Its raison d'être :
« SUSTAINABLY WELCOMING
THE WORLD »

FEDERATOR

of trusted partners
around a common
project.

GUARANTOR

of a coherent and
collaborative
approach.

COMMITTED

20k€ annually given to
the Endowment Fund and
the Cannes Foundation.



COLLECTION AND REDISTRIBUTION OF FUNDS

**PALAIS DES
FESTIVALS
ET DES CONGRÈS
CANNES**

SEMEC

Project proposal

Organizers

Communication

20k€
annually

Project follow up

Project
follow up

Organizers +
exhibitors +
visitors
contribution

FONDS DE
DOTATION
CANNES
Agir pour les Cannais

Endowment Fund

Exhibitors

accreditations

Visitors

entries

Project
follow up
data

Funds redistribution according
to chosen projects

LOCAL PROJECTS

OWNERSHIP OF THE PROCESS

AN ADJUSTABLE PACKAGE

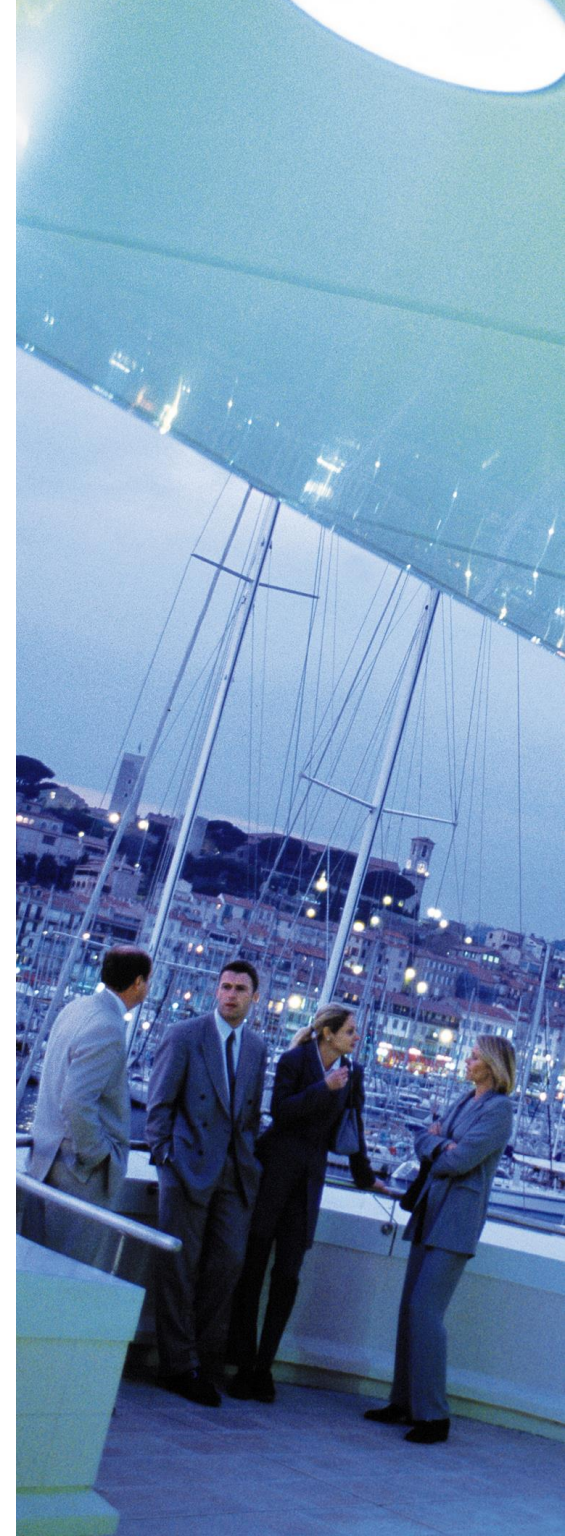
Involvement of the organizers in their own name, through a sponsorship for the Endowment Fund.

Establishment of an accreditation and/or exhibition rate including a fixed environmental contribution, the amount of which is determined by the organizer.

Organization of a fundraising operation during an event (charity gala, networking activities, team building, sports tournament, etc.)

Corporate donations during conventions.

Considering an event of 10.000 people, € 100k can be raised, with a unique contribution of €10 per accreditation.



AN ASSET FOR YOUR ORGANIZATION

COMMERCIAL
SOCIAL
ENVIRONMENTAL



Competitive advantage

Response to a market expectation

Enhanced image by a commitment reflecting corporate values

Affordable and ready to use solution



Legacy for future generations

Promotion of local actors

Mobilization and awareness of your employees



Reduction of environmental impacts

Preservation of the exceptional setting of Cannes events



A FIRST IDENTIFIED PROJECT

PROTECTION AND RESTORATION OF POSIDONIA MEADOWS IN THE FIGHT AGAINST CLIMATE CHANGE

A greater carbon sink than the Amazon rainforest

Winning project, alongside 15 other structures, of the AMI launched as part of the climate solutions accelerator, led by TedxCannes and the CACPL

MISSIONS CARRIED OUT BY THE ORGANIZATIONS



Cannes association

Educate and raise awareness of the environment

Monitor the state of health of the marine environment

Enrich scientific knowledge

Protect marine biodiversity



2 entrepreneurs (Nice & Marseille)

Fight against global warming and the weakening and eventual destruction of biodiversity by protecting and restoring coastal ecosystems

3 GOALS

WITH THIS FIRST PROJECT

CONTRIBUTE AS OF NOW

to protect and restore the seabed of the bay of Cannes

DEVELOP TOOLS AND METHODOLOGIES

reproducible in the entire Mediterranean basin

Prepare the low-carbon certification to make it

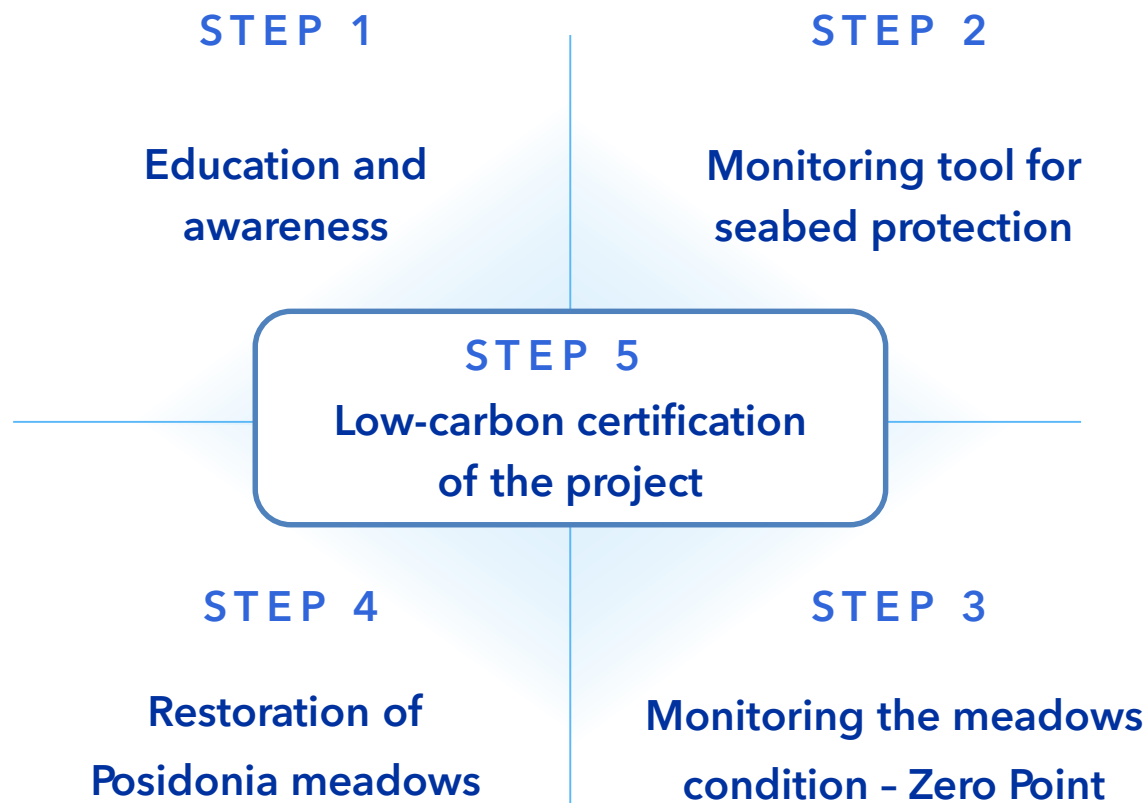
**ONE OF THE FIRST BLUE CARBON
PROJECTS IN FRANCE**

**LABEL BAS
CARBONE**

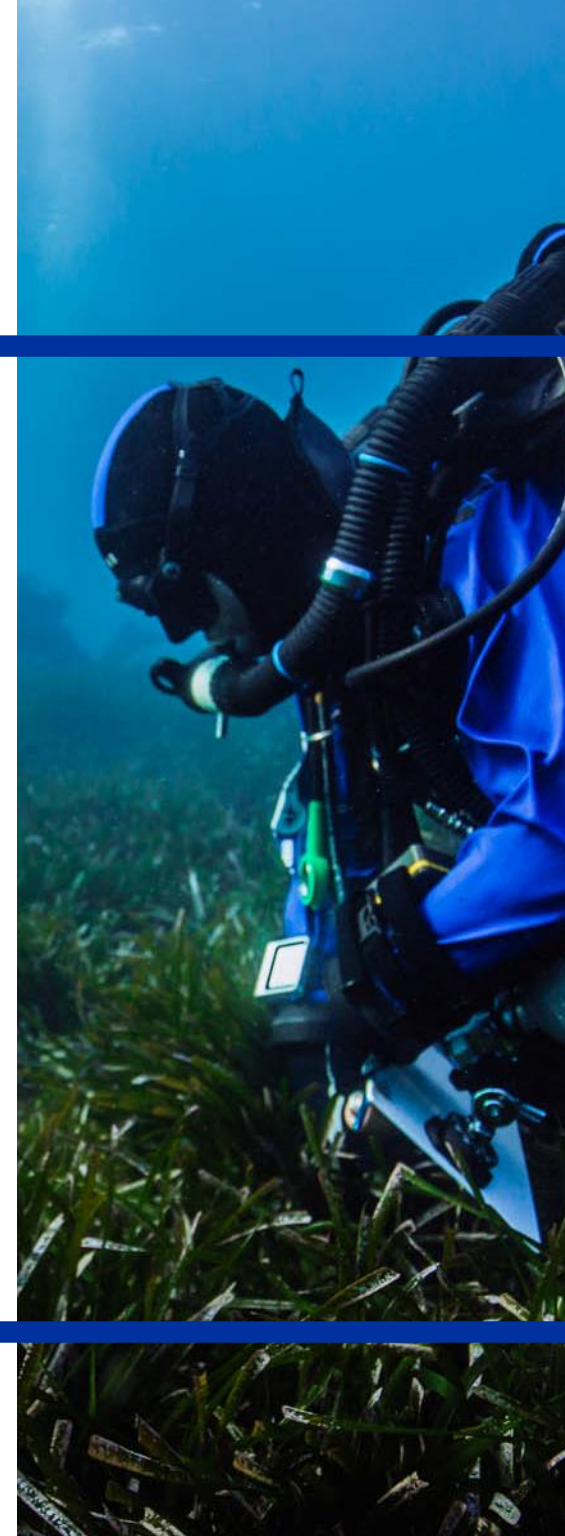


5 STEPS

A UNIQUE CAUSE



A target of 500k € for this first year





TOWARDS NEW PROJECTS

A MULTI-YEAR PARTNERSHIP TO SUSTAIN THE APPROACH

The Endowment Fund is committed to revealing and proposing other local projects through:

A call for projects with strict criteria

A scientific committee to assess the viability of the proposed initiatives

Transparent communication on the selection criteria and the chosen projects



BUILDING THE FUTURE TOGETHER

FONDS DE
DOTATION
CANNES
Agir pour les Cannois

Maéva DELAIGUE
maeva.delaigue@fondationcannes.com
06 15 13 95 62



**PALAIS DES
FESTIVALS**
ET DES CONGRÈS
CANNES

Jean-Michel ARNAUD
arnaud@palaisdesfestivals.com

A P P E N D I X

DETAILS OF THE FIRST IDENTIFIED PROJECT



P R I M E

Posidonia
Restoration
Initiative for a resilient
Mediterranean
Ecosystem

THE POSIDONIA MEADOWS

A MEDITERRANEAN AND CANNES HERITAGE

POSIDONIA OCEANICA IS A PROTECTED SPECIES ENDEMIC OF THE MEDITERRANEAN SEA: IT IS ONLY FOUND HERE AND NOWHERE ELSE. THE POSIDONIA MEADOWS COVER BETWEEN 25,000 AND 50,000 KM² OF COASTAL AREAS AND IS ONE OF THE LARGEST MARINE ECOSYSTEMS ON THE PLANET. THESE ARE TRUE MARINE FORESTS RICH WITH GREAT BIODIVERSITY.

The lung of the Mediterranean

More than half of the oxygen we breathe comes from seas and oceans. Posidonia oceanica is called "the lung of the Mediterranean" because it is one of the most important sources of oxygen in coastal waters.

A reservoir of biodiversity

Another important element, Posidonia is considered as an indicator species for the overall quality of coastal waters because it is very sensitive to pollution and can only thrive in clean waters. It is home to a wide variety of animal species that use this habitat for a living. About 1000 different animal and plant species have been described there.

A greater carbon sink than the Amazon rainforest

Posidonia retains sand and organic matter and thus forms, century after century, a matte which plays an important role as a carbon sink, absorbing CO₂. This sink stores carbon at an average rate of 83 g C / m² per year and helps mitigate the effects of climate change. The matte itself can reach 83,000 tones of CO₂ per km², which is equivalent to 3 times the amount of carbon stored by the Amazon rainforest.

A common cultural element

Posidonia grows in vast meadows that cover the seabed and creates an ecosystem of great beauty, making possible recreational activities such as scuba diving and snorkeling.

The dried leaves of Posidonia have also been used by man since prehistoric times all around the Mediterranean: as litter in the Lazaret cave in Nice (-10 000 years old), to make the roofs of sheepfolds in Corsica, to wrap Murano glassworks in the 11th century in Italy, as fertilizer, fuel and even as sandals.

"Posidonia (Posidonia oceanica) is a marine flowering plant found throughout most of the Mediterranean, and only in the Mediterranean; just as the olive tree is the symbol of the continental Mediterranean, the posidonia characterizes the underwater Mediterranean. "

*Charles-François
Boudouresque
Professor of marine biology
and ecology*



AN ENDANGERED MEADOW

PROTECT AND RESTORE TO FIGHT AGAINST CLIMATE CHANGE: AN ENVIRONMENTAL, BUT ALSO SOCIAL, AND ESPECIALLY LOCAL PROJECT

A pressure due to past and present destruction

Despite its protected status and the many services rendered to humans, and despite international legislation aimed at protecting Posidonia at the European level, Posidonia meadows are in decline in many parts of the Mediterranean.

Pollution, coastal development, fishing activities and the anchoring of ships which tear up plants with their anchors and chains are all causes at the origin of this regression of seagrass meadows.

In the bay of Cannes, the main cause of regression of seagrass beds is directly linked to the mechanical impact of boat anchors. The destruction rate was determined at 8ha per year. In this area, this represents a decline of 28.4% in 7 years! (Medtrix, 2019).

Destruction = source of CO2 emissions

The erosion and / or dismantling of the mattes by anchoring not only reduces their fixing / sequestration capacity but also constitutes an additional source of CO2 emissions. This is because the dismantling of the matte increases the rates of remineralization of organic matter due to exposure to oxygen and releases the carbon stored for millennia in the atmosphere in the form of carbon dioxide, which accelerates the climate change just like fossil fuels.

Contribute as of now
to protect and restore the seabed of the bay of Cannes

•
Develop tools and methodologies
reproducible in the entire Mediterranean basin

•
Prepare the low-carbon certification to make it
one of the first blue carbon projects in France
(Label bas-carbone)



Destruction of a posidonia meadow
by a boat anchor



STEP 1

EDUCATION AND AWARENESS

Inclusion and support for future generations with this educational program for primary classes of priority districts



Context

Since June 2019, and according to the prefectural decree No. 123/2019, "it is forbidden to drop anchor in an area corresponding to a habitat of protected marine plant species when this action is likely to harm it". This law is not enforced and awareness campaigns are necessary to fight against the destruction of Posidonia meadows. Educating young audiences is also essential. It makes it possible to train true ambassadors of marine conservation.

Objectives and expected results

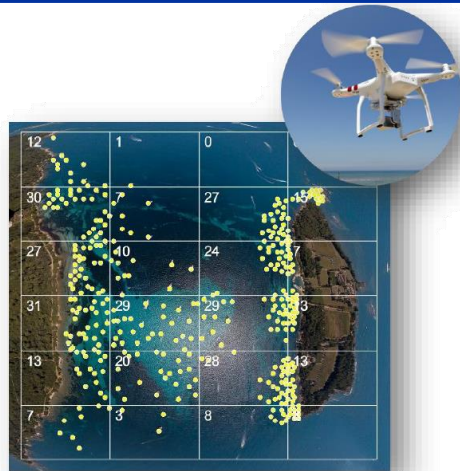
- Qualitative environmental education through the training of true ambassadors of marine conservation
- Modify the habits of boaters to limit the negative impact of anchoring on seagrass meadows
- Good knowledge of the impact of raising awareness on marine conservation
- Data collection for the implementation of a methodology (carbon finance)

Means

- Marine Educational Area in Cannes
- Traveling photographic exhibition for the general public (indoor and outdoor), throughout the French Riviera
- Creation and distribution of educational materials for boaters (small and large yachts)
- Assessment of the impact of awareness campaigns on the conservation of the meadows: observations, questionnaire survey

STEP 2

MONITORING TOOL FOR THE SEA BEDS PROTECTION



Identification of boats at anchor by drone (NaturDive image 07/14/2021)



Targeted goal: automatic localization / identification of anchored boats in Posidonia meadows

Context

The development of geospatial tools for tracking boats at anchor on the water is an essential element in better management of anchor pressure on marine habitats. The LIMMR laboratory, jointly dependent on the University of Montpellier and the CNRS, has developed prototypes allowing the recognition of ships on the water. Once these technologies have been adapted and developed on the Cannes site (machine learning), it will be possible to guide awareness-raising actions among boaters when carrying out surveillance patrols, and to assist the management of the area with this decision-making tool.

Objectives and expected results

For real-time monitoring of the marine area:

- Use of a real-time monitoring tool for protection and awareness
- Identification of the number of boats on the water and their position at anchor in the Posidonia meadows
- Deployment in less than 30 minutes from the coast of a semi-rigid
- Integration of AIS data for nominative identification of vessels

For the collection of decision support data:

- Collection of usage data to target awareness actions towards boaters. Prioritization of high impact areas during the year.
- Study of usage and definition of areas at stake for decision support for the establishment of anchorage areas for ships (ZMEL)

The project will be deployed in compliance with current regulations on image rights as well as in compliance with the rules for piloting unmanned and aerial machines (UAV).

Means

- Drone and / or camera,
- Object recognition algorithm (LIMMR development)
- Interface software for identification and positioning of vessels
- Semi-rigid for sea trials + Intervention team

STEP 3

MONITORING THE MEADOWS CONDITION - ZERO POINT

Context

In order to determine the effectiveness of the conservation and restoration action, and then, by extension the amount of CO2 emissions avoided (and therefore the amount of carbon credits generated), scientific monitoring of the seagrass meadows is a key point in the process. The means to be implemented must be economically viable, as simple as possible and meet the objectives. This monitoring requires regular measurements and observations over time.

An accurate initial mapping of the area is required as the zero point of the project.

Means

Seabeds reconnaissance by acoustic methods:

- Boat + GPS positioning
- Side scan sonar
- Team of divers to remove any doubts (ground truth)
- Geomatician for data compilation under GIS

Fine mapping of the Posidonia meadows boundaries:

- Team of divers
- Photogrammetry equipment
- Geomatician for data compilation under GIS

The use of this method has shown that it makes it possible to precisely follow the evolution of the lower limit of Posidonia meadows and to assess their state of health by calculating area indicators.

Objectives and expected results

- Precisely mapping the Posidonia meadows of the Bay of Cannes
- Precisely define the boundaries of the Posidonia meadows and mark them out
- Measurement of the Posidonia meadow vitality by zone



Sonar example
(Medtrix - SURFSAT program)



Seagrass meadows boundaries
markings (Créocéan photo)

STEP 4

RESTORATION OF POSIDONIA MEADOWS

Context

In order to partially mitigate the decline of seagrass beds, their restoration in appropriate areas is an effective option. It has the potential to restore lost stores and sinks of carbon, as well as other important ecosystem services seagrass beds provide. Each operation to restore Posidonia meadows requires a "site-specific" experimental study. Restoration, in addition to allowing the ecosystem to return to its initial state, strengthens the meadow and slows down its destruction.

Objectives and expected results

- Definition of an innovative restoration technique adapted to local conditions: recovery of wrack fragments of posidonia, transport and temporary storage, use of ecological materials to reinforce and stabilize the degraded seabeds before reimplantation of the fragments (tests of the various techniques available)
- Realization of restoration campaigns
- Monitoring of restored areas over a period of 5 years by applying scientific protocols but also by involving citizen divers thanks to participatory science.
- Data collection for the implementation of a methodology (carbon finance)
- Implementation of a tool to measure captured / avoided CO2 emissions (accretion rate of organic matter in the Posidonia meadow)

Means

- Team of professional and scientific divers (collection, preparation, replanting, monitoring)
- Team of leisure divers (monitoring using participatory science)
- Boat
- Innovative immersion transport system for collected fragments from collection areas to reimplantation areas
- Photo and video equipment for monitoring



STEP 5

LOW-CARBON CERTIFICATION OF THE PROJECT

Context

The Low-Carbon Label, launched by the government in 2019 to achieve the climate objectives of the National Low-Carbon Strategy (SNBC) is the first voluntary climate certification framework in France.

Objectives and expected results

The objective of this module is to ensure the low-carbon certification of the project. This includes all the elements required by the Low-carbon Label methodology:

- **Baseline scenario:** The implementation of conservation actions influence the baseline scenario by reducing emissions related to the destruction of the carbon sink or by improving the carbon sequestration capacity as part of the restoration. The experience feedback from modules 1 to 4 will be carried out in order to estimate the benefits of the action and define the new "scenario with project" of CO2 emissions.
- **Accounting method of greenhouse gas reductions:** Our study will determine the most relevant way of accounting for the reduction of emissions in applicability with the Low-carbon methodology (including the taking into account of uncertainties).
- **Demonstration of additionality:** To be certified, the project must be additional, that is to say, generate emission reductions that would not have taken place without the certification and without the carbon financing found thanks to it. Therefore, only the emission reductions resulting from actions going beyond the reference scenario established by the method are counted. The additionality demonstration will be carried out.
- **Risk of leakage:** As part of the protection of Posidonia meadows, we must ensure that the anchorage pressure on a site is not transferred outside, into areas not subject to conservation measures.
- **Monitoring:** The most optimal monitoring method based on experience feedback from modules 3 and 4 will be determined and demonstrated, according to the usual selection criteria for this type of approach such as scale, repeatability, reproducibility, reliability , cost, depth, coverage and export of data.
- **Participation in the Low-carbon Label audit procedure**

Means

- Low-carbon project manager
- 1 research engineer
- Experience feedback from modules 1 to 4

