

5D - Projection session of the video contest

On the 5th Edition of the World Forum Lille, a video competition was organized among young people from 7 different countries on the theme of Corporate Social Responsibility. Fifteen films and one out of competition were thus presented November 17th at a projection session, sponsored by Damartex and EDF, in which a jury of five professionals awarded 3 prizes: Special "High School Student", special "University Student" Prize and Best video.

To inaugurate the event, **Jocelyn BLERIOT** introduced to an audience composed mostly of young people, the concept of circular economy and the fundamental idea that today's products will be the tools of tomorrow via the educational video of the Ellen MacArthur Foundation. Then seven videos of the "High Scholl Students" category have been presented, allowing Argentine, Romanian, Macedonian and French participants to emphasize on the crucial role of business but also of everyone in its daily life: from Food Bank that encourages social reintegration to the improvisation as a creative tool, each one has its role to play in sustainable development. As these parents, in the Argentinian video, who choose their baby clothing designed ecologically, we embody the change that we would like to see in the world.

During the viewing of the 6 University student videos, Brazilian, French and Belgian voices rose in the room. Recycling industry, agriculture, ranching or entrepreneurship, everything was passed to screen by these participants to determine the different values of the company. The two latest videos have won the popularity of the jury. Starting with World of Dreams of **Frederic BOISSIE**, special "University Student" prize-winner, which proves that a responsible, universal, social, and profitable business is not an isolated phenomenon and that this model should be adopted by a maximum. Price of the best video was awarded to the video "**MESSTEA: Use nature and help nature**" that describes the dream of a child which actually turns to reality: make the tea culture a sustainable and responsible business where unity and sense of sharing would be important values.

Finally, the public had the chance to observe two off category videos and an out of the competition video. The first two have given the floor to professionals from Quebec who spoke on CSR and especially the trade of medicinal plants. However it is the "Are you green enough?" film that pleased the most the audience. This small jewel directed by young Romanians staged small everyday actions that can change the deal. Finally, the session ended with the broadcast of a report on the music group TS1. These young artists, whose title "cash is Trash" is evocative, told us about their childhood in the slums of Nairobi. A way to raise awareness on the current emergency: as these young Kenyans proclaim, "together, we can do it".