



# 2020 ACTIVITY REPORT







## A new collaborative platform

In my foreword for last year's Activity Report, I wrote about the Paris Peace Forum putting a "platform" at the service of those who want to invent new avenues to global governance based on solutions promoted by a large variety of international stakeholders. "Platform" as a concept allowing the exchange of ideas, experiences, opinions, but also helping novel collaborations take shape.

At that time, I obviously could not foresee that a virus named Covid-19 would compel us to build and operate a "real" platform supporting a fully digital event for our 2020 edition.

As the pandemic spread throughout the planet, we decided early on to face a double challenge: 1) we would maintain what has become a major international forum for our community; 2) we would work on different scenarios that made a physical, or hybrid, or digital version possible—a significant risk indeed, which our partners agreed to take with us.

I am glad (and, to be honest, relieved) that this challenge was successfully met. Confronting the virus and judoing with it worked beyond my expectations thanks to the formidable energy released by this collective endeavor, as testified by the numbers you will find in this report. Participants, partners, contractors, our teams all engaged and pushed until the last day, and I am deeply grateful to and admiring of all of them.

In a way, Covid-19 turned an annual event in November with a platform into a brand-new collaborative platform with an annual event.

A collaborative platform, an instrument on which we can now build to raise our ambition for the years to come: more projects, more support to scale them up, more focus on urgent global issues that need not just conversations, useful as they may be, but also impact with concrete solutions. More, not less, multilateralism.

The success of this third edition of the Paris Peace Forum will have been our modest contribution to fighting together a virus that has hurt the people of our planet with what I believe cements our community: hope that we can build a better world.

**Pascal Lamy**  
President of the Paris Peace Forum



## Three milestones for the third edition

2020 has been a dark year by many standards. Still, we made a difference by holding the third edition of the Paris Peace Forum in the face of adversity. We kept the flame of international cooperation burning against closed borders and closed minds. We fought vaccine nationalism with a push towards universal distribution. We convened the most powerful forces of public investment and got them to commit to a greener future. And we gave light to those leaders who want to rethink the principles of international politics for a better post-Covid-19 world.

In a way, this third edition felt like the inaugural one in 2018: a whole event built from scratch with little time, given that a new lockdown was announced less than a month before the event. But it did not prevent us from reaching three milestones:

- A technical one, with an acclaimed online platform gathering 12,000 participants, including more than 80 heads of state, government, or international organization. This platform will be used again in the coming years as part of a hybrid event.
- A political one, with the participation of major heads of state, either live or via pre-recorded messages, and with significant political achievements, on which we had been working for most of the year.
- An institutional one, with the growing impact of the Forum in the media and the same high-level results you would expect from a G7, G20, or WEF event in terms of deliverables.

But of course, the work of the team does not stop here. The Forum needs to walk on its two legs: it is an event, but it is also a year-long global governance operator. We will increase our support to the projects we selected during this third edition and ramp up our work incubating or assisting multi-actor initiatives. In doing so, we hope to contribute to 2021 being a year of light for a recovering world.

**Justin Vaïsse**  
Director General of the Paris Peace Forum



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# 1. Third edition of the Paris Peace Forum: an event like no other

The sudden worldwide emergence of the Covid-19 epidemic directly affected the Paris Peace Forum's preparation, both in terms of the themes covered by the event and its operational implementation.

The program was successfully adapted to take account of the significant restrictions surrounding the event's construction, and, on a political level, the 2020 Paris Peace Forum surpassed previous editions.

On the operational level, the Forum also had to reach new agility and innovation levels, particularly by delivering a cutting-edge digital event platform. This dedicated platform enabled the Forum to expand its reach to new players from an increasingly diverse range of thematic and geographic horizons.

## 1.1 A program aligned with the global governance challenges raised by the health crisis

Given the international health crisis and its dramatic consequences, the third edition of the Forum was mainly devoted to the multi-stakeholder response to Covid-19, with the conviction that this crisis can provide all global governance actors with an opportunity to build back a better world together.

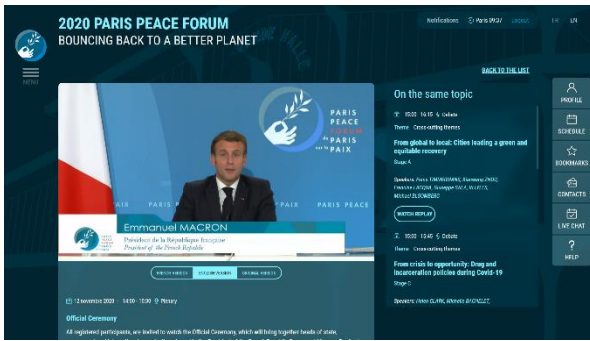
## Numerous sessions to build back a more sustainable world

The program focused on improving the immediate collective response to the health crisis as well as the importance of resilience and rebuilding a more sustainable world. It focused on the following priorities:

1. **Improving global health governance:** To increase coordination between actors, launching initiatives, strengthening alert and preparedness mechanisms, and boosting local health systems in developing countries.
2. **Rethinking and greening capitalism:** Beyond the emergency measures needed to revive and sustain activity, fairer and more inclusive economies need to be built as well as environmentally sustainable production systems.
3. **Turning big data and social media into solutions rather than threats:** Cyber-solutions contribute to the fight against the pandemic, but they can threaten personal privacy and freedom. Hence the need to fight against misinformation, devise appropriate regulation on personal data use, and strengthen cybersecurity for all.



These priorities were addressed during several of the program's highlights:



During the **Official Ceremony**, leaders of the United Nations (UN), the International Monetary Fund (IMF), Germany, France, Senegal, and the European Union launched an international conversation on the principles that should guide the post-pandemic recovery. This political discussion paved the way for the **"Paris Consensus"**, which aims to set out the principles for a post-crisis world based on a fairer and more sustainable approach. Furthermore, during this high-level session, 52 heads of state and government and 16 leaders of international organizations shared their thoughts on defining a collective response to the pandemic and setting the course for the post-crisis world.



The **Finance in Common** Summit gathered 450 public development banks, the financial power of which represents 10% of global investments, across 16 sessions covering various themes hosted by 140 speakers. This summit was the first of its kind and resulted in a **joint statement by the banks on aligning their investments with the Sustainable Development Goals (SDGs) and the objectives of the Paris Agreement.**



The **"Covid-19 vaccines, tests, and therapies: The global public good solution"** session was dedicated to the Access to Covid-19 Tools (ACT) Accelerator, a multi-stakeholder initiative crucial to defeating the virus. After several months of preparation and discussion, this session enabled a coalition of states (France, Spain, Norway, Italy, and Saudi Arabia), international organizations (European Commission, World Health Organization (WHO), World Bank, Unitaid, Gavi, and Global Fund), and foundations (Bill & Melinda Gates Foundation and Wellcome Trust) to reinvigorate the ACT-A mechanism aimed at ensuring universal, equitable, fast and affordable access to tools to combat Covid-19 and to **announce new USD 500 million funding.**



Across approximately ten sessions, the Paris Peace Forum **Business Track** highlighted the role of businesses within the response to global challenges (rethinking value chains, governance of the data economy, transition to clean energy, future of the transport and tourism sector, alignment of private finance with the SDGs, ethics of artificial intelligence or cybersecurity). These sessions were organized around companies (L'Oréal Group, ADP, Mastercard, Microsoft, Sodexo, Reckitt Benckiser Group Plc, Sintesa Group, Total, Equity, JP Morgan, Accenture, Capgemini, Crédit Mutuel, and more) working to improve the response to the crisis, address the challenges they face collectively, and create a more inclusive and sustainable production system in the context of economic recovery, as well as initiatives and coalitions involving these companies (Business For Inclusive Growth (B4IG)).



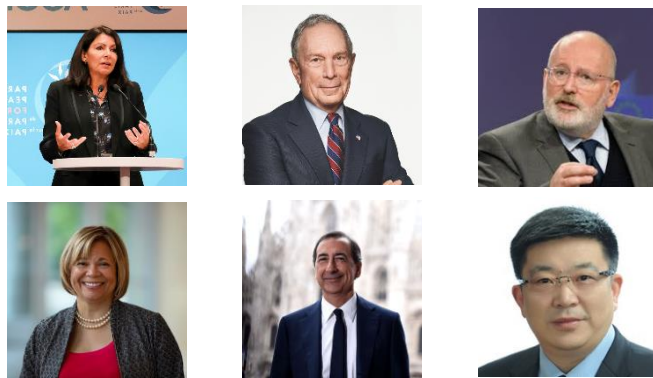
The Forum's program included several other sessions on highly topical and impactful themes, a selection of which are listed below:



**From global to local: Cities leading a green and equitable recovery**

**Theme: cross-cutting**

This session discussed the central role of cities and mayors in the fight against Covid-19 and the post-pandemic economic recovery. Following an exchange between **Pascal Lamy** (President, Paris Peace Forum) and **Anne Hidalgo** (Mayor of Paris) at the opening of the Forum, the session brought together **Frans Timmermans** (Executive Vice-President, European Commission), and **Michael R. Bloomberg** (Founder, Bloomberg Philanthropies and Bloomberg LP) for a bilateral session. This conversation was followed by a panel discussion involving Mayors **Vi Lyles** (Charlotte, USA), **Giuseppe Sala** (Milan, Italy), and **Zhou Xianwang** (Wuhan, China). The panel presented initiatives by these local actors of global governance such as the Global Covenant of Mayors, a network allowing mayors to meet at the national and international level to share information and collaborate, or the C40, a network of megacities committed to fighting against climate change.



**Strengthening the multilateral health architecture: Launch of the "One Health" high-level expert council**

**Theme: cross-cutting**

At this ministerial meeting of the Alliance for Multilateralism, **Jean-Yves Le Drian** (French Minister of Europe and Foreign Affairs) and **Heiko Maas** (German Minister of Foreign Affairs) announced the creation of the "One Health" High-Level Expert Council. This Council aims to gather and disseminate reliable information on the close links between human, animal, and environmental health in the context of

biodiversity loss. The initiative was supported by the heads of WHO, the World Organisation for Animal Health (OIE), the Food and Agriculture Organization (FAO), and the United Nations Environment Programme (UNEP), as well as representatives of the governments of Singapore and Mexico. This meeting was also an opportunity for **Christophe Deloire** (Secretary-general, Reporters without Borders) to present a report on the Forum on Information & Democracy's working group on infodemics and reassert the right to reliable information.



**Fifth anniversary of the Paris Agreement: How to keep the climate ambition alive and strong**

**Theme: Environment**

This session focused on the fifth anniversary of the Paris Agreement. It brought together **Alok Sharma** (Director, COP26), **John Kerry** (former US Secretary of State), **Barbara Pompili** (French Minister for the Ecological Transition), **Mohan Kumar** (Chairman, Research and Information System for Developing Countries (RIS)), and **Bertrand Piccard** (Founder and Chairman, Solar Impulse Foundation). It provided an opportunity to discuss renewable energies and fossil fuels policies, linking them to economies' green recovery. In preparation for the COP26, which the United Kingdom rescheduled to 2021, this session also enabled all speakers to stress the need to strengthen international multi-stakeholder cooperation on these subjects and the financing of the fight against global warming.

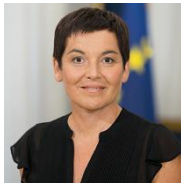




## Towards blue governance: Bringing the high seas treaty over the finish line

### Theme: Environment

This session enabled leaders from governments (**Annick Girardin**, French Minister of Marine Affairs), international organizations (**Virginijus Sinkevičius**, European Commissioner for Environment, Oceans and Fisheries), and businesses (**Sir Richard Branson**, Virgin Group, and Ocean Unite Founder) to clarify the conditions necessary to conclude the Marine Biodiversity of Areas Beyond National Jurisdiction (BBNJ) Treaty negotiations in 2021. After two decades of discussions at the United Nations and world capitals, this treaty will provide legal protection for high seas marine life. Ms. **Rena Lee** (Chair, Intergovernmental Conference on Marine Biodiversity beyond Areas of National Jurisdiction (BBNJ IGC)) recalled that it was essential to reach a robust agreement to ensure the conservation and sustainable use of the high seas as soon as possible.

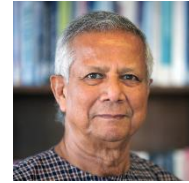


## Greener and fairer: Challenging and reforming capitalism

### Theme: Inclusive economy

The post-Covid19 world cannot be the same as the pre-crisis world. Such was the main conclusion of the panel that gathered **Bruno Le Maire** (French Minister of the Economy, Finance and the Recovery), **Mohammed Yunus** (Founder, Grameen Bank, and Nobel Peace Prize laureate), **Mari Pangestu** (Managing Director of Development Policy and Partnerships, World Bank), and **James Mwangi** (Managing Director and Chief Executive Officer, Equity Group Holdings Ltd) to discuss the issue of the reform of capitalism. While capitalism has created jobs, led to innovation, and

reduced poverty globally, inequalities between countries are increasing, and our societies face an existential environmental threat. According to Professor Yunus, to avoid an ecological and human collapse, our societies must achieve three zeros: zero net carbon emissions, zero poverty, and zero unemployment.



## Toward a new governance framework for the data economy

### Theme: New technologies

The session focused on the current and future challenges of data protection and sharing for governments, businesses, and citizens. According to **Thierry Breton** (European Commissioner for Internal Market), **Ajay Banga** (CEO, Mastercard), **Mabel Miao** (Co-founder, Vice president, and Secretary-General, Center for China and Globalization), **Nicolas Théry** (Chairman, Groupe Crédit Mutuel), and **Filip van Elsen** (Global Head, Allen & Overy TMT practice) the arrival of 5G technology requires involved stakeholders to strike a balance between freedom and innovation, and between protecting citizens' privacy and using data to build a common good. The session was an opportunity for European Commissioner Thierry Breton to announce the launch of a European Union proposal for a single data market legislation to facilitate industrial data sharing.







## Bolstering Africa's response to Covid-19: How can joint African and international efforts defeat the pandemic and its side effects?

### Theme: Development

This session brought together **Louise Mushikiwabo** (Secretary-general, Organisation internationale de la Francophonie (OIF)), **Mo Ibrahim** (Founder and Chair, Mo Ibrahim Foundation), **Tidjane Thiam** (Special Envoy on Covid-19, African Union), and **Koen Doens** (Director-General, European Commission International Cooperation and Development Directorate-General (DEVCO)) to take stock of the effects of the pandemic in Africa. While all welcomed the continent's resilience in the face of the health crisis, they expressed concern about its socio-economic side-effects. They recommended joint international solutions to address them collectively, from vaccine distribution, to a debt moratorium and support for health, research, and humanitarian aid systems.



## From the field to the fridge: Preventing a food crisis amid Covid-19

### Theme: cross-cutting

This session was attended by **David Beasley** (Executive Director of the United Nations World Food Programme (WFP), which was awarded the 2020 Nobel Peace Prize) and **Andry Rajoelina** (President of the Republic of Madagascar). It focused on the urgent need to address the famine affecting the most vulnerable populations in the world, in a context compounded by the pandemic. According to the speakers, achieving this objective requires resolving armed conflicts, making more international funds available, and developing national food self-sufficiency strategies.



## Gathering experts from around the world

In 2020, the third edition of the Forum welcomed hundreds of speakers, including several leaders of the world's major international and regional organizations, business leaders, philanthropic foundations, universities, the media, and representatives of international civil society. A selection of speakers is highlighted below:

### Heads of state and government



**Emmanuel Macron,**  
President, French  
Republic



**Macky Sall,**  
President, Republic  
of Senegal



**Jacinda Ardern,**  
Prime Minister,  
New Zealand



**Xi Jinping,**  
President, People's  
Republic of China



**Justin Trudeau,**  
Prime Minister,  
Canada



**Narendra Modi,**  
Prime Minister,  
Republic of India

### International organization leaders



**Ursula von der Leyen,**  
President,  
European Commission



**António Guterres,**  
Secretary-General,  
United Nations (UN)



**Peter Maurer,** President,  
International Committee  
of the Red Cross (ICRC)



**Kristalina Georgieva,**  
Managing Director,  
International Monetary  
Fund (IMF)



**Phumzile Mlambo-Ngcuk,**  
Executive Director  
UN Women



**Tedros Ghebreyesus,**  
Director-General,  
World Health  
Organization (WHO)

### Business and private sector leaders



**Jean-Paul Agon,**  
Chairman and CEO,  
L'Oréal



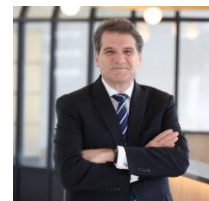
**Craig Newmark,**  
Founder, craigslist



**Adar Poonawalla,**  
CEO,  
Serum Institute of India



**Brad Smith,**  
President, Microsoft



**Jean-Marc Ollagnier,**  
CEO for Europe,  
Accenture

### Other global governance stakeholders



**Rajiv Shah,**  
President,  
Rockefeller Foundation



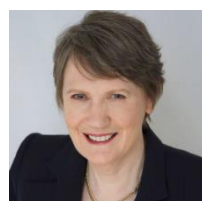
**Nadia Murad,** Founder,  
Nadia's Initiative,  
Nobel Peace Prize  
laureate



**Melinda Gates,**  
Co-founder,  
Bill & Melinda Gates  
Foundation



**Ban Ki-moon,**  
Chairman of the Board,  
Global Center  
on Adaptation (GCA)



**Helen Clark,** Chair,  
Global Commission  
on Drug Policy



**Gabriela Ramos,**  
Assistant Director-  
General for Social and  
Human Sciences,  
UNESCO



## A program strengthened by its side events

In 2020, the Forum also allowed its partners to contribute to the event's program. Six high-level sessions were included in the 2020 Paris Peace Forum:

- **Protecting rights, resisting securitized responses to the pandemic: Learning from the past to bounce back better**, organized by Open Society Foundations: a session on the costs of security responses to the Covid-19 crisis, and how to use the forces of multilateralism to reassert the rights of individuals and ensure the public good is at the heart of the response to the pandemic.
- **Breakthrough innovation for EU and global recovery**, organized by the European Innovation Council (EIC): a session on the potential of cutting-edge innovations to help overcome the current crisis in all its dimensions, both for Europe and the world.
- **“Team Europe” response to Covid-19: Control this pandemic and prevent the next one!**, organized by the European Commission's DEVCO Directorate-General: a session on the European Union's response to Covid-19, on health security, on global, regional, and national partnerships, and on lessons learned to prevent and mitigate the next pandemic.
- **From commitment to implementation: Linking Paris Call principles to cyber capacity-building in emerging economies**, organized by Microsoft: a session on establishing the Paris Call's longevity and global success, and ensuring that these lessons are shared and linked to cybersecurity capacity-building initiatives.
- **Towards a new economic architecture that works for the people and planet**, organized by the CSO FfD Group: a session to provide the critical systemic economic solutions the world needs, including an assessment of the role of public development banks, while respecting the human rights framework and ensuring gender equality and respect for the environment.
- **Public-private partnership for an inclusive recovery**, organized by B4IG: a session exploring how businesses and governments can use the crisis to address systemic inequalities, build resilience, and align their efforts to achieve longer-term goals such as the SDGs.

## Forum partner workshops to round out the program

On top of partner-built sessions, and as was the case in its previous editions, the Forum hosted workshops (interactive sessions), organized by its community and open to all participants. Three workshops covering topics such as gender equality, restitution of cultural property, and corporate adaptation to climate change gathered different stakeholders during the event's three days:

- **Gender in data - a coalition to boost gender equality**, organized by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Data-Pop Alliance  
With the participation of Delphine O (Ambassador and Secretary-General, Generation Equality Forum), Trisha Shetty, (Founder and CEO, SheSays; President of the Steering Committee, Paris Peace Forum), Ingrid-Gabriela Hoven (Member of the Board of Management, GIZ), Emily Courey Pryor (Executive Director, Data2X), and Catherine Vogel (Coordinator, GIZ Data Lab).
- **Advancing African heritage restitution**, organized by Open Society Foundations  
With the participation of Ayisha Osori (Executive Director, Open Society Initiative West Africa), Dr. Emile Zida (Head of Culture Division, Economic Community of West African States (ECOWAS)), Nana Oforiatta Ayim (Founder and Director, ANO Institute of Arts & Knowledge), and Markus Hilgert (Secretary General and CEO, Cultural Foundation of the German Federal States.).
- **How businesses can face the complexity of climate change**, organized by L'Oréal  
With the participation of Alexandra Palt (Executive Vice-President and Chief Corporate Responsibility Officer, L'Oréal), Julia Sekula (Coordinator of the Climate and Security Program, Igarapé Institute), Antoine Colombani (Member of the cabinet of Frans Timmermans, Executive Vice President for the European Green Deal), and Zach Freeze (Sr. Director, Strategic Initiatives – Sustainability, Walmart).

The Forum announced these three workshops ahead of the event. They generated a strong response from the Forum community with over 200 requests to participate in each session.

These workshops allowed participants to reflect on a project or new initiative, test a new approach to a global challenge, or simply exchange views on specific issues and solutions.

### Workshops dedicated to project leaders for increased inclusion and interactivity

The third edition of the Forum offered workshops to enable project teams taking part in the virtual Space for Solutions to meet and discuss their respective initiatives. Given these objectives, these workshops were held in an interactive format, with numerous opportunities for collaboration and exchange in small groups and speaking opportunities for all.

Five workshops were organized at various times to allow for project teams from all time zones to take part. Through these exercises, more than 50 project leaders were able to share the way they presented their project and their career path, what they learned from the difficulties encountered by their teams in the context of the Covid-19 crisis, as well as discuss the ways to continue to support each other after the Forum. The workshops for project leaders were a success: 78% of project leaders found the workshops interesting and useful<sup>1</sup>.

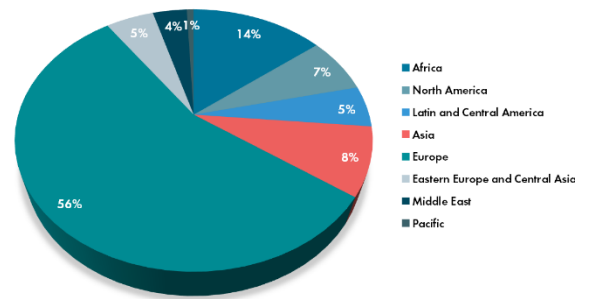
## 1.2 Increased participant and stakeholder diversity

### Participant diversity

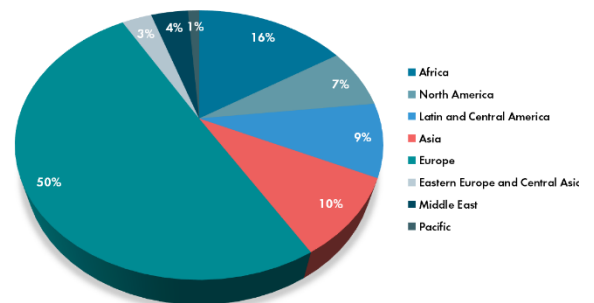
#### 12,000 participants from 174 countries

For three days, the Paris Peace Forum gathered 12,000 participants from 174 countries via its digital platform, i.e., an increase in participation and diversity compared to the 2019 edition (7,000 participants from 160 countries). The 2020 edition of the Forum saw an increase in participants from Latin and Central America (9% of participants in 2020 vs. 5% in 2019). While the share of Europeans among participants remained the highest in 2020 (50%), it decreased vs. 2019 (56%), allowing for increased participation from other regions, most notably Latin and Central America, and Africa.

2019 GEOGRAPHICAL ORIGIN



2020 GEOGRAPHICAL ORIGIN

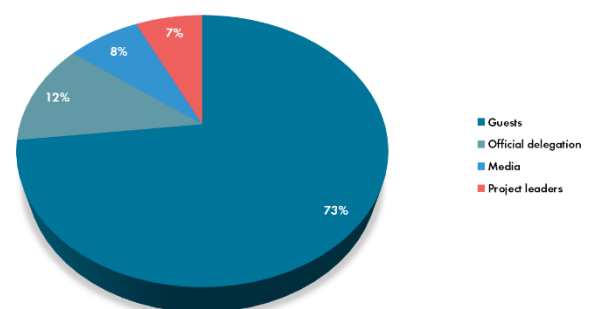


### Gender and age diversity

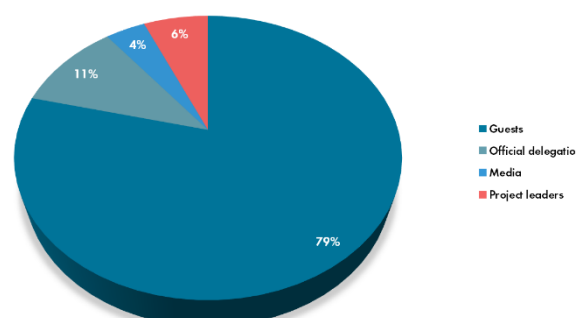
The 2020 edition showed a higher representation of women than the previous year (53% of women and 47% of men among the participants in 2020 against 49% of women in 2019). As was the case in the previous edition, the distribution between the different age groups was balanced: 86% of the participants were under 55 years old, 42% of the participants were under 35 years of age (41% in 2019), 42% were between 35 and 54 years of age (43% in 2019), and 16% were 55 years of age and older.

### Participant type

2019 PARTICIPANT TYPE



2020 PARTICIPANT TYPE

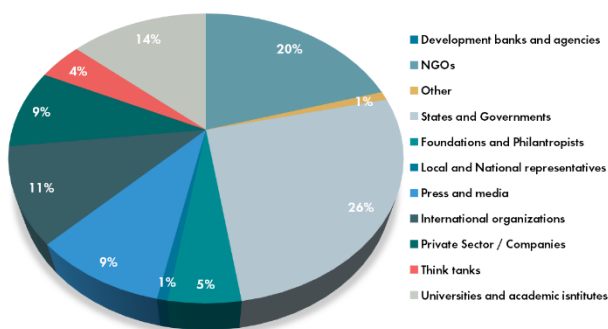


<sup>1</sup> Statistics are based on answers provided by 57 project leaders.

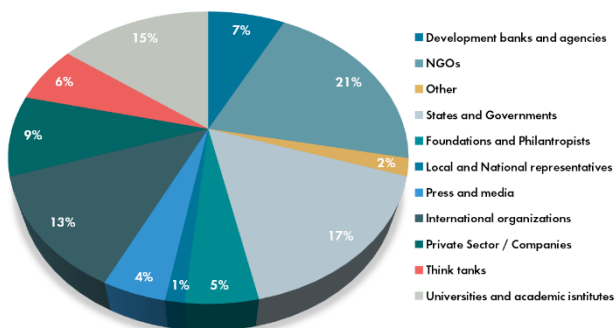
## Organization type

The third edition welcomed a balanced representation of organization types, in similar proportions to the second edition. At the top of the list were state and government representatives (24%), which includes development agencies and banks, local/regional governments and parliamentarians, followed by NGOs (21%), universities and academic institutes (15%), and international organizations (13%). The private sector (9%), think tanks (6%), foundations and philanthropies (5%), and the press and media (4%) rank fifth to eighth on this list. Finally, less than 1% of the Forum's participants came from trade unions and religious organizations.

2019 ORGANIZATION TYPE



2020 ORGANIZATION TYPE



## The mobility fund, a tool to foster participant diversity

Created by the Paris Peace Forum in 2019, the “mobility fund” fosters the active participation of project leaders, speakers, and guests from all regions of the world. It provides financial support to a limited number of eligible participants (in accordance with the criteria set by the fund's operating procedures). It aims to cover the following expenses: participation fees for project leaders, travel and/or accommodation costs for participants.

In 2020, due to the digital format of the event, the mobility fund's scope was limited and served to finance

the online participation of project leaders from the Global South, of project leaders whose projects are implemented in the Global South or whose projects are led by women.

## Diverse stakeholders

In addition to the 107 project leaders who presented their initiative through pitches, the 2020 Paris Peace Forum virtually gathered 380 speakers from different countries and industries across 43 high-level panels, 16 sessions presented as part of the Finance in Common Summit, as well as 6 side events organized with the Forum's partners.

Among the speakers, 53 heads of state and government, 29 leaders of international organizations, and 18 ministers spoke at the Official Ceremony, the Finance in Common Summit Plenary Ceremony, and other sessions addressing global governance issues.

Live interactions during the debates were complemented by 124 video interventions, allowing numerous actors to share their ideas and initiatives throughout the Forum sessions.

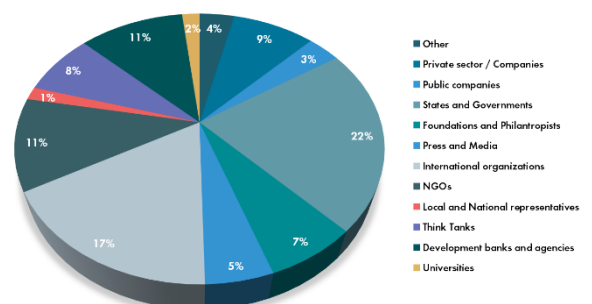
## A multi-stakeholder approach

The session gathered speakers from states and governments (22%), international organizations (17%), NGOs (11%), the private sector (9%), think tanks (8%), foundations and philanthropic organizations (7%), the media (5%), universities (2%), and local authorities (1.5%).

With the Finance in Common Summit taking place in the framework of the 2020 Forum, multi-stakeholder discussions saw an increase in participation by public banks and development agencies (11% of speakers), thereby highlighting the role of these strategic actors in global governance.

Furthermore, 11 sessions contributed to showcasing the projects present at the Forum, either by including a project leader in the debate or by building the session around a subject carried by a project receiving annual support provided by the Forum.

2020 ORGANIZATION TYPE



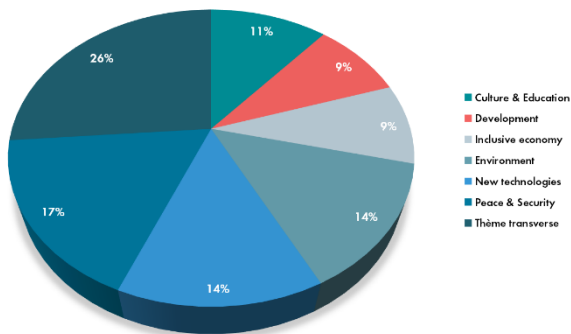
## A comprehensive approach

This year's main priority – the multi-stakeholder response to Coronavirus – was addressed in 32% of the program sessions, which covered the pandemic's numerous aspects and related issues.

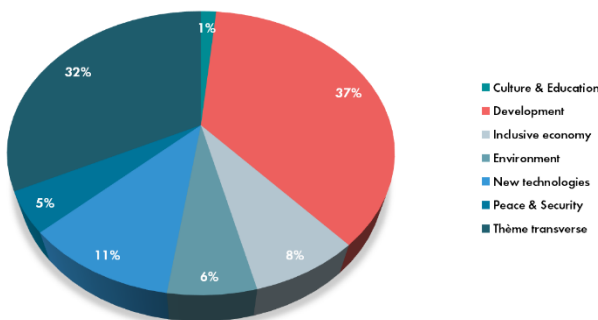
The event program also addressed a wide range of global governance topics across various sectors: New technologies (11%), Inclusive economy (8%), Environment (6%), Peace & Security (5%), Culture & Education (1%), Cross-cutting topics (32%).

Finally, Development-related topics played an essential role in this year's program (37% of the sessions, i.e., an increase of 28% vs. 2019), particularly during the Finance in Common Summit sessions, which highlighted the link between financial investments and achieving the SDGs.

2019 FORUM THEMES



2020 FORUM THEMES

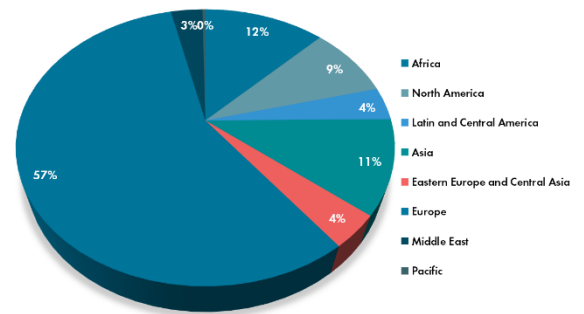


## A universal approach

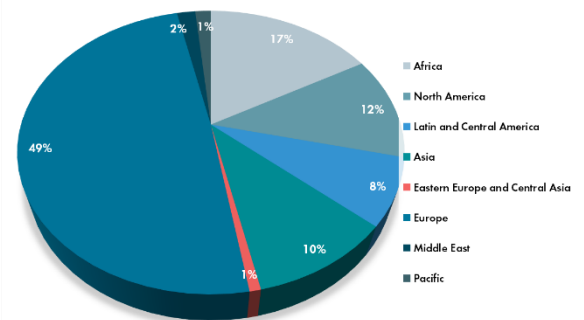
Virtual participation gathered speakers from all over the world and strengthened the Forum's existing diversity, which is one of its main assets. The event welcomed

panelists from 93 countries and all continents. The proportion of speakers from Europe decreased (49%, an 8% decrease compared to 2019), allowing for an increase in speakers from Africa (17%, +5% vs. 2019), and Latin and Central America (8%, +4% vs. 2019). The proportions of participants from North America (12%), Asia (8%), the Middle East (2%), Oceania (1.5%), and Continental Europe and Central Asia (1%) remained relatively stable.

2019 GEOGRAPHICAL ORIGIN



2020 GEOGRAPHICAL ORIGIN



## An inclusive approach

When planning the sessions, the Forum team strives to promote committed female figures and voices from all sectors and backgrounds. Including the 70 heads of official government delegations who took the floor – the vast majority of whom were men – speakers were 60% male and 40% female. Excluding heads of delegations, the ratio is slightly more balanced, with 56% men versus 44% women. For future editions, the Forum aims to increase the participation of inspiring female speakers in the program.

### 1.3 A groundbreaking event production

#### Organizing an event in times of crisis

In July 2020, faced with an unprecedented health crisis, the Association's Permanent Secretariat, supported by Auditoire – the agency in charge of delivering the Forum – started planning three possible event formats. These options ranged from a hybrid event, combining on-site

participation at la Grande Halle de La Villette and online participation via a dedicated digital platform (plan A), to a fully digital event (plan C). An intermediate plan B planned for an event welcoming only specific categories of speakers in la Grande Halle de La Villette, without a live audience.

#### Plan A Hybrid event

- Speakers both on-site and online, with simultaneous broadcasts
- On-site participants: 600
- Online participants: up to 10,000
- 20 project leaders / 70 project leaders online
- Project leader pitches to take place via the digital platform
- The digital platform's networking tool will enable communication between on-site and online participants

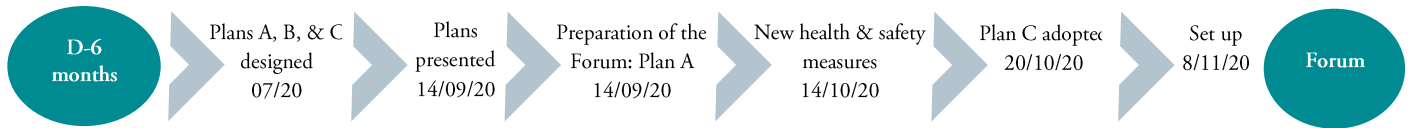
#### Plan B Audience-free event

- The venue will host only three main stages, with all sessions taking place online and managed by technical control rooms
- No audience on-site except for some delegations
- Fully digital Space for Solutions
- The program remains the same with adjustments due to the digital format (e.g., longer breaks between each session)

#### Plan C 100% digital event

- All physical stages become digital stages managed by technical control rooms
- 100% digital event (no speakers, no audience, and no stands on-site)
- The program remains the same with adjustments due to the digital format (e.g., longer breaks between each session)
- No stage setups or logistical services required





All these scenarios were thoroughly considered to allow an almost immediate switchover based on the evolution of the pandemic and the health and safety measures imposed by French and foreign authorities limiting travel to France and the Paris region.

The Permanent Secretariat pushed plan A as much as possible, endeavoring to integrate strong health and safety measures. The production of a unique health protocol in collaboration with Auditoire, which has since become a benchmark document in the event industry, was completed by the creation of a Covid TravelDesk in partnership with the French Ministry for Europe and Foreign Affairs' Coronavirus Task Force to facilitate travel to France for all participants.

Despite these measures, the deterioration of the Covid-19-related situation and the announcement of new travel and public gathering restrictions forced the Permanent Secretariat to switch to Plan C at the end of October, after having briefly considered implementing Plan B. This decision subsequently led to la Grande Halle de La Villette - which had been booked several months ago – being used as a technical control room rather than an event-hosting venue. The Forum was therefore one of the only high-level international events maintained in this format.

The tight deadlines (less than 20 working days between the switchover date and the start of the setup phase at the venue), the stringent security measures (terrorist threat response plan), and the need to rethink the digital platform to accommodate the entire Forum audience, required the implementation of a crisis management plan to redefine operational priorities. Setting up such a platform involved tackling numerous technical challenges and called for permanent innovation on the part of the Forum's teams and suppliers.

The first challenge consisted of turning an event venue into a technical control room, allowing live programming across seven stages. In a unique demonstration of the Forum's operational resilience,

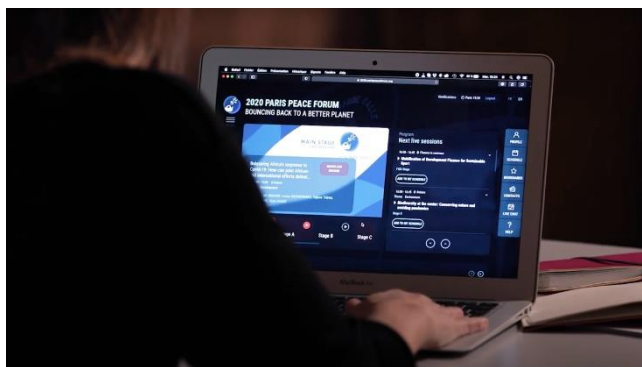
la Grande Halle de La Villette was transformed into a large-scale technical control room covering a total of 1,800 square meters.

The second challenge consisted of adapting the event's dedicated digital platform to accommodate 12,000 unique users from 174 countries, 100 projects, seven stages hosting up to 6 remote speakers simultaneously, and a networking solution. In the end, nearly 117 hours of live broadcast (i.e., close to 5 full days) were made available: 178 sessions and project pitches involving 487 speakers took place on the platform, a volume never before achieved in the event industry. Developing and delivering a platform as innovative and unique both in its design and the volume of data to be processed required ensuring numerous steps were handled simultaneously.

Regarding participant security, the digital platform was developed in compliance with high cybersecurity standards to prevent any attempts to infiltrate or hack into it. A cybersecurity audit ensured that the data hosted on the platform's servers was adequately protected and that the communication channels used for the event were secure. Furthermore, the same standards were applied to la Grande Halle de La Villette's physical security measures. An extensive security plan was implemented to protect the technical teams and the control room at the heart of the Forum.



## Implementation of the digital platform



The platform, developed with the support of the Mediactive agency and in close collaboration with Auditoire, was initially conceived as the digital arm of a hybrid event (the physical component being held at la Grande Halle de La Villette) and had to be adapted to include new pandemic-related restrictions. After the switchover to a fully digital event (Plan C), it ended up being the Forum's sole venue, albeit a digital one.

The digital platform was characterized by its ability to bring together project leaders, speakers, partners, and participants within the same space, thereby replicating as closely as possible the experience of the Forum's physical event. Furthermore, it was the only proprietary platform to offer such a range of features in one place.

First off, the development of the platform focused on networking to promote discussions and exchanges between the Forum's attendees, regardless of the level of participation. This tool was a success, with 20% of the participants engaging in discussions on the platform (a much higher percentage than the average observed by Mediactive across other event platforms with incorporated networking tools).

All the stages benefited from TV-level production and broadcast. Sessions were accessible simultaneously: a digital translation of the rich and varied content participants have come to expect since the Forum's first edition in 2018.

Finally, the platform offered several innovative features, including:

- Live broadcasting of all 107 project leader pitches (both by 2020 Selected Projects and 2019 Scale-up Projects).
- An extensive replay library including video messages by heads of state and government as well as the entirety of the program's sessions.

- Networking tools allowing participants who have agreed to be visible on the platform to exchange live via a chat and videoconferencing system specifically developed by the Forum (max. capacity of 20 people simultaneously per confidential area).

Not only did the platform ensure the third edition of the Paris Peace Forum could take place by turning an in-person event into a fully digital one, but it also allowed the level of participation to reach unprecedented heights (nearly 12,000 participants were granted an individual and secure access to the digital event).

By circumventing challenges linked to the size of the venue or the financial means of participants, the 2020 Paris Peace Forum paved the way for a new form of event.



## The event's unique format

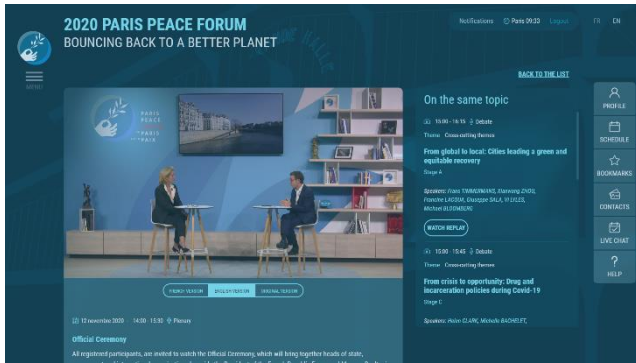
Not to be confused with a webinar, the platform was designed to offer a rich and innovative event beyond its content and programming.

The Forum is a place for exchanges, meetings, and discussions. As such, it was essential to create interfaces to maintain this interactive nature and allow participants to express themselves. Therefore, a live chat tool was integrated into every session and project pitch, enabling participants to interact and submit their questions to the speakers.

To replicate an experience as close as possible to that of a physical event, the platform and the program were enhanced with new options. "Coming next" sessions, led by Trisha Shetty (President of the Steering Committee) and Justin Vaïsse (Founder and Director General), were shot from a TV stage setup and inserted between the program's highlights, giving the sequence of sessions a more dynamic feel. These segments also allowed for a break from fully digital sets. While professionals designed these virtual stages with various setups and changes, they nevertheless remained static for viewers. The Official Ceremony was also co-presented by Melissa Bell, CNN's Paris correspondent, and



Justin Vaïsse. This brought an additional TV production feel and a common thread to the programming.



Finally, heads of state, government, and international organizations were asked to contribute to the third edition of the Forum via video messages. These videos, broadcast during the Official Ceremony, were the natural continuation of the previous editions' symbolic gestures (2018's Peace Library and 2019's Peace Globe), which heads of state and government unanimously supported. The digital format of these video messages allowed an unprecedented number of heads of state or government to take part in the Forum. Furthermore, the Forum's partners were also allowed to deliver a message to the Forum community via short videos broadcast ahead of specific sessions.

### The support of virtual volunteers

As was the case in its two previous editions, the 2020 Paris Peace Forum owed part of its success to the dedication of the volunteers who worked throughout the event's three days. This year, 75 students supported the organizational teams, putting to use their command of foreign languages and their interest in global governance issues.



The agreements concluded in previous years with the Sciences Po Paris School of International Affairs (PSIA), and the University of Languages and Civilizations (INALCO) were renewed. The Forum also welcomed volunteers from the Aga Khan Development Network (AKDN). These students were able to take part in an international event, meet leading decision-makers and innovative project leaders while adding a valuable experience to their CVs and developing their professional network.

The Volunteer Program was also adapted to the Forum's 100% digital format. The volunteers' tasks and responsibilities were reinvented, and the logistics of their participation revised according to their profiles. While some students were in charge of notetaking for the sessions and project pitches, others welcomed and guided speakers or supported the Forum teams in moderating the project leader workshops.



## 2. Projects: concrete solutions to reinvent global governance

To maximize its effectiveness, the Paris Peace Forum does not limit its action to the sole organization of a yearly event. True to its vocation in service of solutions, the only effective response to the multilateralism and collective action crisis, the Paris Peace Forum offers a unique platform to all project leaders who wish to promote and advance their solutions across the entire spectrum of the SDGs.

In 2020, the Forum's call for projects was answered by more than 850 applications. In total, 100 governance projects from 42 countries were selected around 6 major themes (Peace & Security, Environment, Culture & Education, Development, Inclusive economy, and New technologies) to present their initiatives during the third edition of the Forum. At the end of the event, ten high-potential projects were chosen to receive support from the Forum's Scale-up Committee to help them grow and reach their objectives.

### 2.1 Selecting the governance solutions presented at the Forum

#### Global governance projects at the heart of the Forum

The projects selected and presented at the Forum respond to global or cross-border challenges:

- Management of common goods.
- New areas in need of regulation.
- Urgent challenges that transcend borders.

They offer concrete solutions (standards, models, mechanisms, or tools) to meet these challenges. They are normative or capacity-building projects that offer new ways to bridge a global governance gap.

A global governance project must have a cooperative, international, and impactful dimension by:

- involving different stakeholders;
- creating sustainable change; and
- having broad outcomes and beneficiaries.

It must also offer the potential for adoption, implementation, expansion, or replication.

#### Call for projects: more than 850 applications received from around the world

Following its third call for projects, the Paris Peace Forum received 856 applications from 110 countries and 26 international organizations, i.e., an increase of 120 applications vs. 2019, which is a testament to the Forum's growing reputation.

The call for projects was launched on 12 March 2020. It was reworked to focus on responses to the Covid-19 crisis and closed on 24 June 2020. The names of the selected projects were announced on 3 August 2020.

The call for projects was open to global governance actors such as international organizations, non-governmental organizations, states, local or regional governments, companies, foundations, development agencies or banks, foundations or philanthropic organizations, media, religious groups, trade unions, associations, research institutes, universities, and more.

For this edition, the Forum focused on projects and initiatives aiming to respond to the Covid-19 crisis, improve our collective resilience, and rebuild a more sustainable and durable world. Particular attention was paid to projects that improve health governance, the use and regulation of digital tools and platforms in response to the crisis, and support civil society and economic activity during the pandemic.





Furthermore, projects addressing other global governance issues were also considered, particularly those contributing to the following objectives:

- building more resilient security architectures;
- reconciling development finance with climate efforts;
- crafting sustainable capitalism;
- protecting the oceans;
- making outer space safer and better regulated;
- securing cyberspace;
- regulating the use of data and artificial intelligence;
- advancing the governance of education;
- ensuring gender equality; and
- improving access to clean water.

### Selecting the 100 projects presented at the Forum

The Forum's Selection Committee consists of six experts from leading international institutions who examined all eligible applications.

The Selection Committee members were as follows:

- **Haifa dia AL-ATTIA**, Vice-President, Luminus Education, and CEO, Luminus Plus
- **Yves ARNOLDY**, Head of Delegation, International Committee of the Red Cross (ICRC)

- **Nicolas BAUQUET**, Associate Director for Research and Transformation of Public Policy, Institut Montaigne
- **Edna JAIME**, Founder and Director, México Evalúa
- **Trisha SHETTY**, Founder, SheSays
- **Justin VAÏSSE**, Founder and Director General, Paris Peace Forum

The Selection Committee met on 23 July 2020 to assess the eligible applications. The Selection Committee examined the quality and interest of each application in light of the following criteria:

- political relevance of the issue addressed;
- results and scope of the impact;
- universality, the potential for development, expansion, or replication;
- diversity and number of stakeholders involved;
- innovative nature of the submitted solution or tool;
- feasibility; and
- capacity to serve the common interest.

The Selection Committee also considered the Forum's objectives (geographical, organizational, and thematic diversity), editorial line, and priorities for 2020.



## 2020 PARIS PEACE FORUM BOUNCING BACK TO A BETTER PLANET



MENU

PROJECT

2020 Selected Projects

[BACK TO THE LIST](#)

### POUR UN TEXTILE ÉQUITABLE



Credits photo : Anand Parmar - TransFair e.V. l.thiele@fairtrade-deutschland.de

#### Pitch info

📅 12 novembre 2020 🕒 12:00 - 12:30

[WATCH REPLAY](#)

[ACCESS TO THE PITCH](#)

#### Project team members



Blaise **DESBORDES**

Speaker

Directeur général



Valeria **RODRIGUEZ**

Head of Advocacy & Public Engagement



Abhishek **JANI**

Directeur général (CEO)



Sophie **MAILLARD**

#### Project presentation

[DOWNLOAD THE PROJECT PRESENTATION PDF](#)

[ADD TO MY BOOKMARKS](#)

Theme *Inclusive Economy* Region of implementation *Germany, France, India*

The Fairtrade certification already benefits 1.7 million vulnerable producers and workers in 1,700 producing organizations, representing 10 million direct and indirect beneficiaries in 74 developing countries. About 2,000 companies (hundreds of SMEs and some multinationals) are involved with us: based on a win-win partnership (SDG 17), the Fairtrade standards ensure sustainable, socially responsible, and

CONTACTS



LIVE CHAT



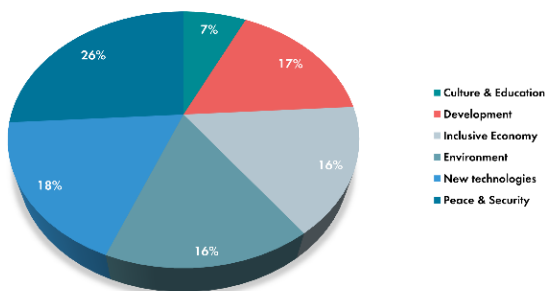
HELP

## 2.2 The Forum as a springboard for the 100 Selected Projects

One hundred projects were presented in the Forum's virtual Space for Solutions, which was accessible via the dedicated digital platform. Each of the 100 global governance solutions was provided a virtual stand to present their project, in the form of a dedicated page within the platform.

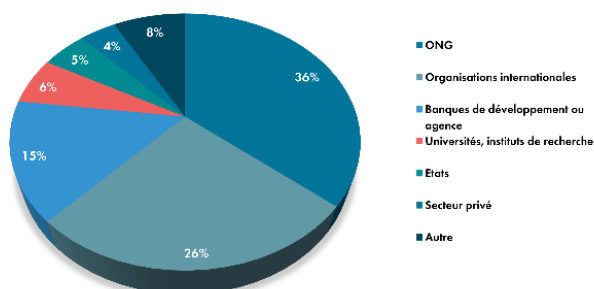
Among the 100 selected projects, 46 focused on immediate responses to the Covid-19-related health, social, and economic crises. For readability purposes, these projects were divided among the Forum's six significant themes, with numerous projects incorporating other themes: **Peace & Security** (26 projects), **Development** (17 projects), **Environment** (16 projects), **New technologies** (18 projects), **Inclusive economy** (16 projects), and **Culture & Education** (7 projects).

THEMES OF THE SELECTED PROJECTS



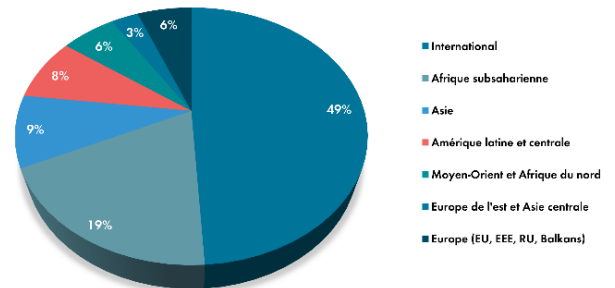
Selected Projects are led by diverse actors and organizations from 61 different countries - a figure almost double that of 2019 (37 countries), reflecting the Forum's international expansion. Just over a third of the projects are led by NGOs (36 projects), while 26 projects are led by international organizations, 5 by states, and the remaining projects are led by companies, foundations, development banks, research institutes, and media organizations. This distribution is similar to that of 2019.

PROJECTS BY ORGANIZATION TYPE



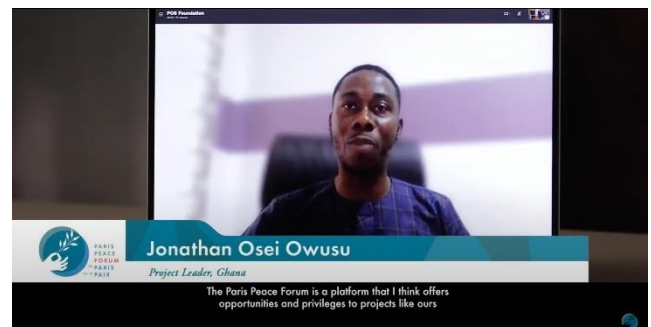
The governance solutions presented are implemented in 73 countries. Half of the projects are implemented on a global scale or several continents simultaneously, while 19 projects are implemented in Sub-Saharan Africa, 8 in Latin and Central America, 9 in Asia, 6 in the Middle East and North Africa, 3 in Continental Europe and Central Asia, and 6 in Western Europe.

PROJECT IMPLEMENTATION REGION



In total, including all Selected Projects representatives, 444 project leaders took part in the Forum (125 more than in 2019), most of whom were women (52%).

Each project was presented in the form of a pitch (an oral presentation lasting approximately 20 minutes, followed by a Q&A session with participants). A total of 107 presentations took place: 98 project leaders pitched the content their project and 9 project leaders presented the progress made by their project following a year of support by the Scale-up Committee (SCUP).



The projects benefited from increased visibility during the 2020 Paris Peace Forum thanks to the communication efforts carried out for each project on the Forum's social media, Medium blog, and website. For a more interactive experience, project leaders were invited to participate in workshops, during which they discussed their projects, expectations, and current challenges and learned from each other's experiences. The workshops for project leaders were a great success:

78% of project leaders found the workshops interesting and useful<sup>1</sup>.

Finally, five project leaders also had the opportunity to participate in sessions and debates scheduled on the main stages.

According to the satisfaction survey answered by project leaders present at the third edition of the Forum<sup>2</sup>:

- 76% were satisfied with their virtual stand (dedicated page within the Space for Solutions).
- 71% believed that their pitch enabled them to present their project to all Forum participants adequately. However, many project leaders regretted the lack of interaction with participants during the pitch and throughout the event.
- 76% stated their participation in the Forum enabled them to advance their project, most notably in terms of visibility.

## 2.3 Supporting the most ambitious and promising governance solutions

### Supporting the ten projects selected during the 2019 Forum

In November 2019, **ten projects** were selected to benefit from the support of the Forum's Scale-up Committee (SCUP) until November 2020.

These ten projects contribute to achieving the United Nations' SDGs, particularly in areas related to poverty, education, climate, peace, oceans, urbanization, gender equality, justice, and economic growth.

Members of the Forum's SCUP<sup>3</sup> and Permanent Secretariat planned **monthly meetings** with representatives of each of the projects. Throughout the year, the SCUP formulated recommendations to help the projects achieve their objectives and monitor progress in the following areas: public policy &

advocacy; communication & visibility; partnerships & funding; and organization. The Permanent Secretariat provided operational support to the SCUP and Scale-up Projects.

### Results of the year-long SCUP support

The results of the SCUP's third year of activity demonstrate the Paris Peace Forum's potential to make a difference by supporting the development of promising governance solutions, thereby contributing to effectively respond to current and future global challenges. In 2019-2020 the Scale-up Committee learned how to optimize its support and increase its impact. A SCUP activity report presents the progress made by each of the projects since November 2019 and measures the impact of the support provided.

The ten Scale-up Projects are outlined below. A detailed description of each initiative is available on the Forum's website:

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<sup>1</sup> Statistics are based on answers provided by 57 project leaders.

<sup>2</sup> *Ibid.*

<sup>3</sup> Annex 2 presents the list of members of the Scale-up Committee for 2019/2020.



**Festival à Sahel Ouvert:** The 2020 edition of the Festival, which brings together French and Senegalese artists every two years to promote the cultural heritage and socio-economic development of Northern Senegal, was a success and attracted more than 15,000 participants. Various communication materials were produced to advertise the event, and a promotional webinar was organized with high-level personalities in collaboration with the Paris Peace Forum.

**Global High Seas Treaty:** The High Seas Alliance aims to support a framework for the effective management and conservation of biodiversity in the high seas. The 2020 Paris Peace Forum program included a high-level session on the High Seas Treaty negotiations. The project team was introduced to high-level actors who supported their advocacy for the adoption of a robust treaty.

**Model Drug Law:** The project targets national leaders, key civil society organizations, and journalists to strengthen drug law improvement capacity in Africa. The 2020 Paris Peace Forum program included a session on drug policy. The team organized a side event at the United Nations General Assembly and several webinars to continue its advocacy activities.

**Principles for Inclusive Peace:** This project aims to launch a global engagement process, establishing a new normative framework and a new standard to guide inclusive and effective peace processes. A panel on peace agreements was organized during the 2020 Paris Peace Forum. The project team was introduced to high-level actors to promote the initiative. The project team established a Commission and a Secretariat.

**SADA Women's Initiative:** SADA Women's Cooperative is an inclusive business initiative launched by refugee and local community women, providing a collective income-generating mechanism for women affected by the crisis. The cooperative strengthened its income sources through business partnerships in new sectors. It institutionalized its inclusive approach, became a model of social cohesion, and improved its digital marketing capacity by launching its social media accounts and e-commerce website with the support of the SCUP.

**Sustainable Cities Program:** Sustainable Cities Program was created in 2011 and contributes to the sustainability of Brazilian cities and the improvement of the quality of life and well-being of the population with urban planning tools and methodologies to adopt a systemic and integrated approach to territorial management. The project team was able to meet high-level actors to expand its network of partners. It increased its visibility by communicating about its work on mapping inequalities in Brazil during the Covid-19 crisis.

**Rapid Response Mechanism for Higher Education in Emergencies:** The Rapid Response Mechanism for Higher Education in Emergencies (RRM) is a multi-stakeholder project under development, which aims to more quickly provide further and better educational opportunities to students in vulnerable situations or who face humanitarian emergencies as a result of conflicts or natural disasters. SCUP support for this project was discontinued during the year due to a lack of project team availability.

**The Abidjan Principles:** The Abidjan Principles gather and analyze existing human rights legislation and standards to guide their implementation in the context of private sector expansion in education. The Abidjan Principles were presented at an annual inter-parliamentary hearing at the UN. The project team developed communication tools and videos to promote the rules, which leading international organizations (including UNESCO), judges, and civil society have begun to use.

**Ultra-Poor Graduation Initiative:** The Ultra-Poor Graduation Initiative (UPGI) was launched in 2013 and advocates graduate training as a key factor in ending poverty in all its forms. UPGI's programs have been adapted to help the most vulnerable during the pandemic. The team was introduced to high-level actors. As a laureate of the "TED 2020 Audacious Project" award, UPGI received USD 60 million to help 21 million people escape extreme poverty by 2026.

**Youth Assemblies:** The expanded concept of Youth Assemblies promotes government and stakeholder accountability, consideration of youth voices and their place in society, and the emancipation of democratic culture. A new team is leading the Youth Assembly in Mombasa. The Kwale Youth Assembly has been established, and the process has been launched in Lamu. The Oslo Center met with organizations working with youth in Kenya, and global partnerships were discussed to replicate and expand the model.



## Space for Achievements

The digital platform's Space for Achievements highlighted the progress made by the projects supported by the Forum since November 2019 via live pitches by the project leaders.

Most of these projects were also given the opportunity to participate in the sessions on the main stages, providing them with a unique platform to promote their project, highlight progress made, and draw attention to future crucial deadlines.

A session was also dedicated to a review of the year of SCUP support, with the participation of three of the supported projects and one of their mentors.

## 2020 Scale-up Projects

During the 2020 Forum, a jury consisting of 6 members selected 10 new projects among the 100 presented in the Space for Solutions to benefit from SCUP support for one year. Members of the jury were as follows:

- **Kathrin LORENZ** (President of the jury) Head of the Governance and Conflict Department, Gesellschaft für Internationale Zusammenarbeit (GIZ)
- **Edna JAIME TREVINO** Founder and Director, México Evalúa
- **Stefano MANSERVISI** Former Director General, DG DEVCO; and Special Advisor to the President of the Paris Peace Forum
- **Alexandre STUTZMANN** Senior Advisor and Team Leader for social, human rights, humanitarian and cultural issues, Office of the President of the United Nations Assembly
- **Justin VAÏSSE** Founder and Director General, Paris Peace Forum
- **Yenny WAHID** Director, the Wahid Institute

The jury's selection criteria were as follows:

- relevance, consistency, and overall quality of the project;
- potential for the Paris Peace Forum to make a significant difference through the support provided;
- project development potential within one to five years; and
- motivation and availability of the project team.

Particular attention was also paid to geographical and sectoral balance in the selection of projects.

The ten projects selected to benefit from one-year of customized support are the following (a detailed description of each project is available in Annex 3<sup>5</sup>):

- **AI FOR CLIMATE**
- **EUROPEAN RESPONSE TO ELECTORAL CYCLE SUPPORT IN ETHIOPIA (EURECS-ETHIOPIA)**
- **WEAVING THE RECOVERY – INDIGENOUS WOMEN IN TOURISM**
- **PEOPLE FOR NATURE**
- **JUSTICE FOR ALL: EMERGENCY COVID PRISON RELIEF**
- **SWOOP AERO**
- **SAFE TRADE FACILITY**
- **INCLUSION DES TALIBÉS AU MALI ET AU SÉNÉGAL**
- **BAROMÈTRE DU PLURALISME CULTUREL ET RELIGIEUX**
- **#CORONAVIRUSFACTS ALLIANCE**



<sup>5</sup> See Annex 3.



“The Scale-up Committee is the DNA of the Paris Peace Forum. The Scale-up Committee was built to support those projects that were selected and those projects that were probably the most promising and accompany them through the course of the year and beyond.”

Olivier Lavinal, *World Bank Group*

“Beyond the debates, the heartbeat of the Forum has always been our projects. We are truly invested in solutions; concerted efforts where multilateral stakeholders can come together, and this is what we believe sets the Forum apart.”

Trisha Shetty, *She Says*

“The Paris Peace Forum is a platform that I think offers opportunities and privileges to projects like ours way down in places where they cannot be identified.”

Jonathan Osei Owusu, *POS Foundation*

“With the support of the Scale-up Committee, the knowledge and experience sharing, we managed to scale up the Youth Assemblies in Kwale and also launched the process in Lamu.”

Edwin Mulimi, *Oslo Center*

## 2.4. 2021 outlook

On top of the event itself, the Forum wishes to strengthen and foster synergies between leaders of projects that have taken part in the event since its inception to build a community. This community would relay the Forum’s messages and ensure the Space for Solutions’ spirit stays alive throughout the year. In particular, the Forum plans to sustain and replicate the workshops for project leaders throughout the year to encourage knowledge and experience sharing.

Project support should also evolve, with a bolstered Scale-up Committee allowing supported project leaders to benefit from an ever-wider range of contacts and experiences. The Forum therefore wishes to mobilize its entire community for the benefit of supported projects

through the development of a pool of mentors assigned to specific projects or called upon on an ad hoc basis to offer a broader range of expertise.

Finally, the Forum is studying ways to increase the visibility of Scale-up Projects and allow more interactivity for the virtual Space for Solutions participants. For example, the Forum teams will seek to further foster the project leader interaction with all participants to replicate the exchanges that naturally occur during a live physical event. Finally, the Forum will continue to strengthen the link between Selected Projects and the event’s program, both in terms of the topics addressed and via the increased inclusion of project leaders in the program sessions.

## 3. Incubation: The Forum as a political actor

### 3.1 Paris Consensus: Principles for the post-Covid-19 world

The third edition of the Paris Peace Forum served as a platform to launch the "Paris Consensus" process. On 12 November, a meeting between the President of the French Republic, the leaders of the IMF, Senegal, and the European Council at the Elysée Palace, with, remotely, the leaders of the UN, Germany, and the European Commission, laid the foundations of a new consensus for the post-Covid-19 world.

Under the aegis of the Forum, this work is expected to mature over the next 12 months. A partnership with Project Syndicate, an international media organization that publishes and disseminates commentary and analysis on various critical global issues, will provide a sounding board for other prominent global political and intellectual voices to join the discussion. Updates of these contributions will be shared in the spring, with results presented during the fourth edition of the Forum.

### 3.2 Incubating and supporting multi-stakeholder initiatives

The Forum has always aimed to produce political results by launching multi-stakeholder initiatives (such as the Paris Call for Trust and Security in Cyberspace, Business for Inclusive Growth, and the International Initiative on Information & Democracy powered by Reporters Without Borders) and projects led by organizations (335 projects presented over three years, including 30 projects which benefited from customized support for one year by the Forum's Scale-up Committee).

The 2020 edition reached a new threshold by leading to major deliverables (mobilization of significant funding for the multilateral COVAX initiative, launch of a global process on the principles of the post-Covid-19 world at the head of state and government level, and a joint declaration by public development banks on the alignment of their investments with the SDGs and the objectives of the Paris Agreement) comparable to those of G7, G20 or Davos Forum meetings.

Building on this momentum, the Forum aims to consolidate and develop its role as an incubator for multi-stakeholder initiatives throughout the year by bringing together stakeholders, creating new organizational

modes, reconciling interests, and proposing new regulations and governance.

With this objective in mind, the Forum will strive to:

#### Develop multi-stakeholder initiatives already launched or hosted by the Forum, namely:

- **Paris Call:** the Paris Peace Forum, which hosted the launch of the Paris Call for Trust and Security in Cyberspace in 2018, works closely with the Paris Call community to implement its nine core principles. The Forum will take the lead in two of the six working groups set up to develop the Appeal's impact: one concerning the development of the community, the other on the specific application of the Call's principles in emerging countries.
- **Christchurch:** More than a year after the launch of the Christchurch Call to Eliminate Terrorist and Violent Extremist Content Online, the Paris Peace Forum hosted a session to present the results of a consultation of the Call's supporters regarding the action plan's next steps. The Forum is working with the Christchurch Call community to develop these initiatives.

#### Launch new multi-stakeholder initiatives in areas where global governance is currently lacking:

- **Solar geoengineering:** The Paris Peace Forum is working to bring together a group of high-level decision-makers from several countries as well as various non-state actors in a preliminary and informal framework to explore and advance governance issues surrounding solar geoengineering and to establish a roadmap or position paper that can serve as a reference for future discussions.
- **Digital Bill of Rights:** The Paris Peace Forum is working to establish a multi-stakeholder initiative addressing the critical issues raised by algorithmic governance, particularly its impact on civil liberties, individual rights, and autonomy. This initiative aims to bring together policymakers, civil society organizations, and experts, focusing on Global South countries.
- **Space:** based on the main lessons learned from the discussion held on 13 November 2020 on space governance, the Paris Peace Forum is working with a core group of interested actors (including the French Centre National d'Études Spatiales (CNES),

Eutelsat, and the Secure World Foundation) on the issue of Space Traffic Management (spacecraft registration, transfer of ownership of spacecraft in orbit, in-orbit maneuvers, information sharing, etc.). In 2021, these discussions will lead to a multi-stakeholder initiative dedicated to implementing effective standards for the safety of space operations.

- **Global health:** Two high-level sessions were dedicated to the ACT Accelerator during the 2020 Paris Peace Forum, opening a new stage in scaling up the delivery and access of vaccines and treatments for all. The Forum will continue its efforts to mobilize, define organizational principles and funding prospects – in particular, innovative funding – by bringing together various stakeholders, proposing solutions, and catalyzing progress.

### 3.3 White Paper and op-eds

The first Paris Peace Forum White Paper's aim is threefold: clarify the Forum's actions, draw attention to its missions, and detail its policy deliverables. It is addressed in particular to the media and experts. It was published a few days before the opening of the 2020 Paris Peace Forum.

The White Paper opens with a conceptual approach of the post-Covid-19 world, articulated around identifying fundamental trends and an exercise of futurology. It then presents the Forum's actions – initiatives, projects, normative work – in response to the issues raised in the

first part, reviewing the various existing challenges concerning global health, digital and artificial intelligence, green recovery, and space.



The Forum's research and intellectual activity on the topics covered during the event also took the form of op-eds published in four newspapers and magazines (*Le Monde*, *VOX*, *Les Échos*, and *Marianne*) on the topic of access to vaccines against Covid-19.

#### Academic partners

Given the Forum's future developments, the Executive Committee has created new partnership categories, of which academic partners. This new type of partnership should enable the Association to develop synergies with universities, think tanks, and research centers on substantive issues while becoming more widely recognized as an event-gathering solution and contributor to intellectual reflection and research on global governance. In 2021, the Forum will strive to build working relations with academic partners to explore these new avenues.

## 4. Communication: establishing the Forum's role on the international scene

In 2020, the Paris Peace Forum reorganized its communications department. It deployed a new communications strategy to increase its visibility in the media, clarify its mission for a wider audience, and sustainably establish its brand on the global level.

### A new communication strategy focused on the media

The Permanent Secretariat, with the support of a team of nine people with a background in diplomatic press and international press relations, editorialized its content by finding the angles most likely to interest the media and by presenting the Forum's work and ambitions to a large number of diplomatic journalists, editors, and heads of specialized services in the Forum's fields of action (health, society, science, etc.).

This work took place over four months and was followed by an extended national and international media plan initiated two weeks before the Forum. Pascal Lamy and Justin Vaïsse, respectively the Paris Peace Forum's President and Founder and Director General, spoke in national and international media, building on current events (such as the U.S. presidential election and its

consequences on the international multilateral system) to present the Forum's areas of interest.

The Forum's communications team also organized dozens of interviews between high-level Forum participants and the press and audiovisual media to promote the various initiatives supported or initiated by the Forum (Melinda Gates on *France Média Monde*, Jean-Paul Agon on *Bloomberg*, Dr. Tedros Ghebreyesus in *Le Monde*, Brad Smith for *Associated Press*, etc.).

### A unique brand strategy

In addition to the media strategy, aimed at increasing the quantity and quality of press publications surrounding the Forum, the communications department also deployed a brand strategy via an advertising campaign across major international media: Bloomberg, Caixin, CGTN, CNN, Foreign Policy, Nikkei Group (*Financial Times*, *Asia Today*, *Nikkei*), *Politico*, and *The New York Times*.

Thanks to partnership agreements with the aforementioned media, the campaign worth more than one million euros was carried out *pro bono*.





## 4.1 Media coverage of the event

Initially planned as a hybrid event, the Paris Peace Forum finally took place in a purely digital format. Media coverage, which had been organized to respect the minimal gauge provided for journalists on-site via a system of pools divided by media type (print, radio, and TV) and by continent, was wholly reorganized three weeks before the event. The Forum's communications team was faced with an additional challenge: keeping the media's attention focused on a digital event.

While the pandemic has forever revolutionized media behavior in many forms, the reflexes and structures of the pre-crisis world persist:

- Which correspondent(s) should cover an event that no longer has a physical location and whose participants are speaking from all over the world?
- How can video footage of an event held on a digital platform be provided?
- Likewise, how can pictures of the event be taken and shared?

The communications department set up innovative tools to provide an answer to all these questions.

### Cloud-stored videos and images available to journalists

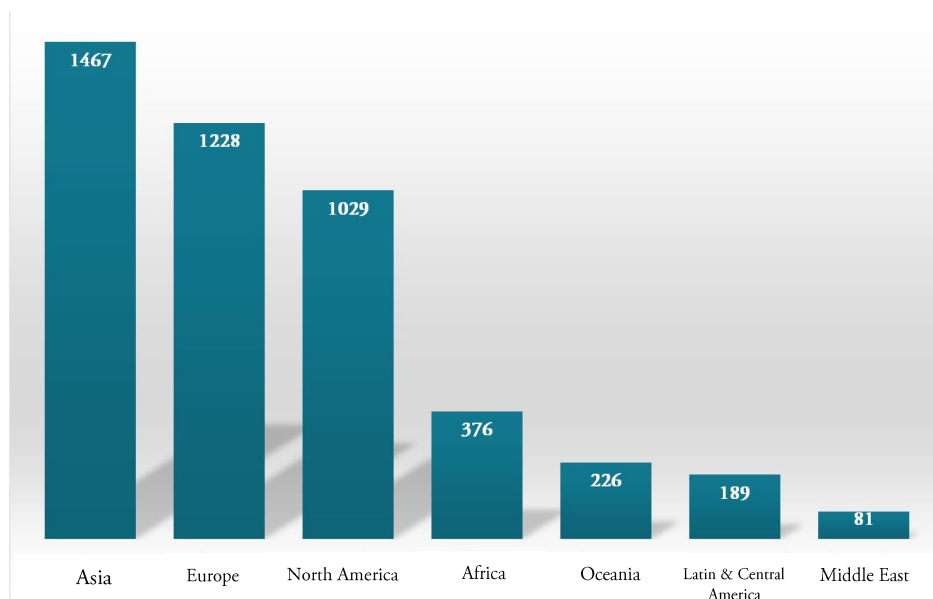
To compensate for the absence of camera persons and photographers in la Grande Halle de La Villette, a team of journalists oversaw the editing and uploading of images and videos of the Forum's highlights to the event's digital platform for use by the media. This content was uploaded in near-real-time, thereby enabling numerous radio and TV reports on the Forum and its various panels to be produced.

### The crucial role of news agencies in support of the Forum's media strategy

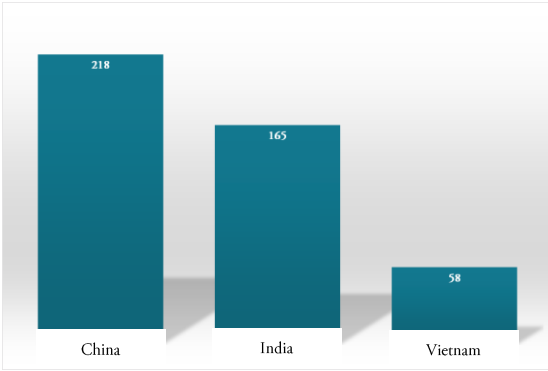
Forum deliverables, participant announcements, and prerecorded messages from heads of state and government, heads of international organizations, and philanthropists were sent under embargo to the world's three leading news agencies (Associated Press, Reuters, and Agence France Presse) with which the Forum established close working relationships in the months leading up to the event. These three agencies covered all the Forum's panels and, in line with their respective editorial choices, formed the basis of the international media coverage of the event.

### Doubled media presence

From 2 to 17 November 2020, the Paris Peace Forum totaled more than 4,620 media appearances (press articles, radio, and TV reports) in 111 countries and on all continents. In 2019, over the same period, the number of publications was less than 2,500.



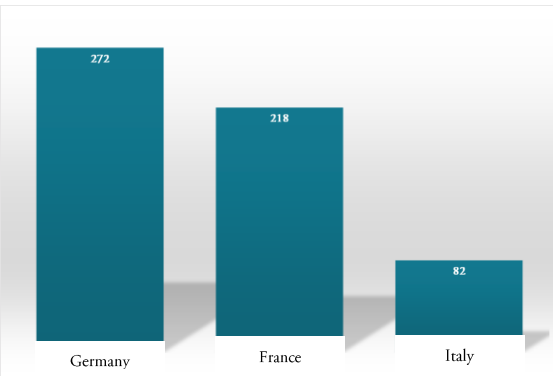
*Press articles  
from 2 to 17 November 2020*



### Press coverage by continent: Asia

Asia is the continent where the Forum enjoyed the most significant media visibility. In 2019, the number of publications was 654. This year, the Forum's visibility experienced a spectacular increase (+124%) in Asia compared to the previous year. China and India, whose heads of state contributed to the Official Ceremony, were the two Asian countries whose media gave the Forum the most coverage.

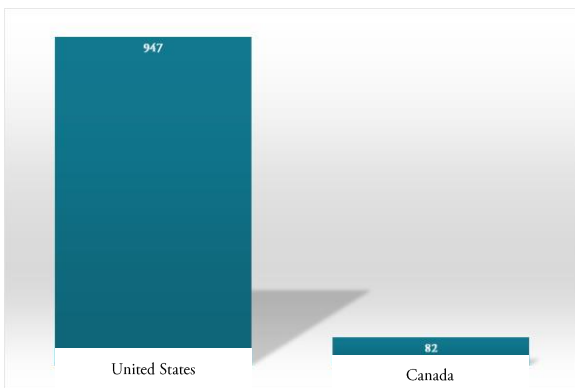
*Left: top 3 publications in Asia (by country)*



### Press coverage by continent: Europe

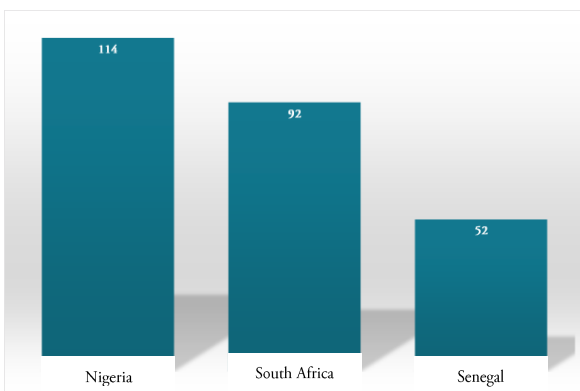
The share of press articles in Europe remains stable vs. 2019 while benefiting from the overall media coverage increase. In 2019, there were 960 articles covering the Forum in Europe. In 2020, the number of articles increased to 1,228. More importantly, the quality of these articles also greatly improved, with further focus on the Forum's messages and objectives. Furthermore, audio and video coverage of the event also increased in 2020.

*Left: top 3 publications in Europe (by country)*



### Press coverage by continent: North America

In Canada and the United States, the Forum's visibility remained stable (1,029 articles in 2020 and 1,185 in 2019), but the content of the articles and the media that have taken an interest in the Forum are of much higher quality.



### Press coverage by continent: Africa

In 2019, due to the large number of African heads of state attending the Forum, African media was particularly present and extensively covered the event with 693 articles. In 2020, the Forum's coverage on the African continent was halved, with a total of 376 articles.

*Left: top 3 publications in Africa (by country)*

### Press coverage by continent: Central America, Latin America, and Oceania

The Forum's media presence has gone from almost non-existent, with just over 50 articles on both continents in 2019, to 415 publications in 2020, including some from the most influential media organizations in Australia and Latin America.

### Increased audiovisual presence for a broadened impact

This year's communication strategy focused on raising awareness of the "Paris Peace Forum" brand. To this end, the audiovisual sector was particularly targeted, as it is more effective than the written press in terms of brand notoriety. As a result, there was a substantial increase in audiovisual coverage of the Forum in 2020.

### A clearer message and higher quality content

In 2019, almost all articles mentioning the Forum were dedicated to the President of the French Republic's statement on NATO. In 2020, many articles were dedicated to statements by different Forum speakers and systematically included elements on the Forum's identity, mission, initiatives, or intervention areas.

The Forum's identity as a new tool of diplomacy bringing together heads of state, international organizations, the private sector, and civil society is often mentioned and explained.

With the participation of numerous heads of state, the Official Ceremony remains a key moment in the event's communication plan. Still, it is no longer the only object of media attention: The \$500 million raised for ACT-A, statements on the cyberattacks against Covid-19 vaccine research laboratories, the first Finance in Common Summit of public development banks, and announcements made by the World Health Organization Director-General were all subject of more articles than the Official Ceremony or statements by heads of state or government.

## 4.2 Media partners and media representation at the 2020 Forum

In 2020, six media partners renewed their agreement with the Forum, and four new partnerships were established, thereby broadening the geographical representation among media partners while increasing the number of partners in the audiovisual sector.

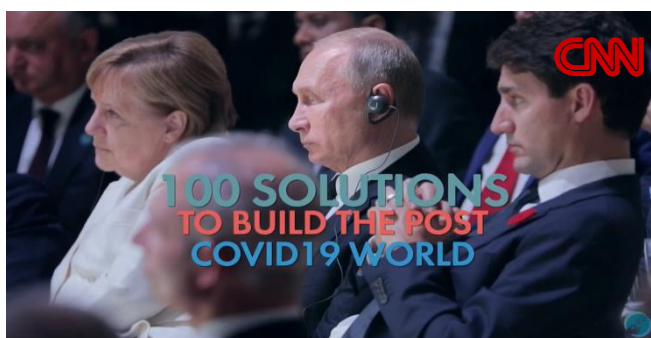
Each media partner provided the Forum with an advertising campaign in the two weeks prior to the event, either in print format, on the web, on social media, or via TV spots. Journalists from Agence France-Presse, Bloomberg, France Médias Monde, and Nikkei Group moderated several of the event's sessions.

With the support of CNN, the Forum built the scenario for the Official Ceremony, the event's central session. It was designed to replicate a TV format moderated by

Melissa Bell, CNN's Paris correspondent, and Justin Vaïsse.

### The CNN spot

To increase the Forum's notoriety among its target audience, the communications department negotiated a partnership with CNN, which resulted, among other things, in the broadcasting of a television spot in Europe, the Middle East, Asia, North America, and Africa. The spot was broadcast 26 times between 2 and 5 pm, with three of the 26 broadcasts taking place during prime time.



## 4.3 A new digital strategy

The digital strategy also underwent numerous changes to offer a clearer editorial line and more understandable program in line with the new communication strategy.

This new strategy focused on promoting a selection of panels, topics, and a sample of high-level participants. The objective was to clarify the content and reduce the mass of information to simplify the message and make it more effective.

This strategy relied heavily on the creation of audiovisual content, the production of which was handled internally. This content enabled the communications team to carry out various digital campaigns (such as the event registration campaign) while making the third edition's various highlights and key interventions easier to read.



## Website development

The Forum's website has evolved and now hosts the Forum's new content: its first White Paper, interviews, articles on the Paris Consensus, etc. The website's new developments aim to highlight the Forum's diverse and complex content in an accessible way.

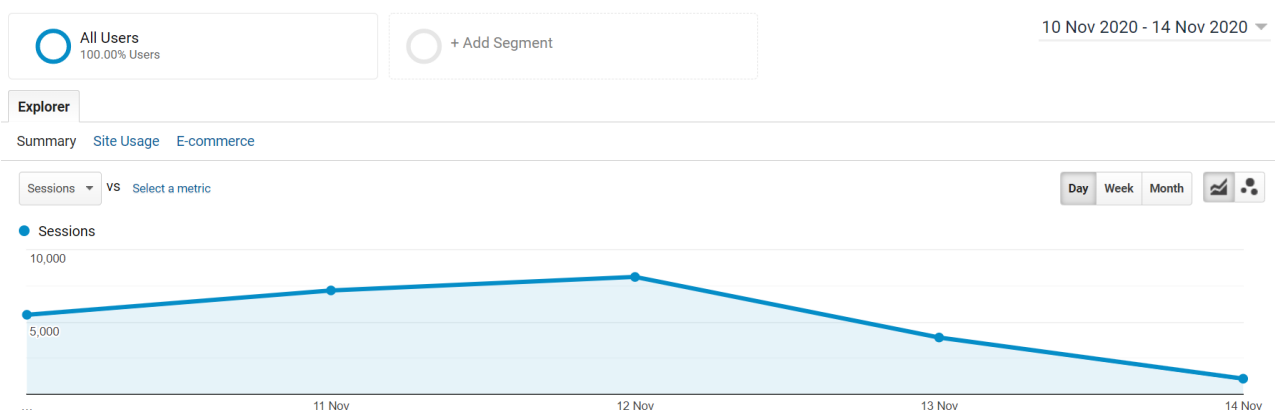
The website's second significant development in 2020 was the improvement of the press area to facilitate media organizations' access to information about the Forum, as well as the creation of an additional page to highlight more recent articles and interviews in the international press from members of the Forum community.

The previous year's main updates have also been further developed to maximize the visibility of the annual program sessions. New insights into the debates have been added to reveal the key points of these discussions, emphasize key quotes, and increase the visibility of the 2019 Paris Peace Forum videos and photos. This process will be repeated in 2021. During the event in November, the communications department also set up a live video broadcast of a selection of key debates, allowing the audience for these debates to be extended to thousands of people outside the dedicated digital platform.

The Forum website registers natural peaks in attendance at key times of the year, particularly during the call for proposals campaign in the spring, the period leading up to the annual event, and the three days of the event. **In 2020, these new developments resulted in more than 127,000 unique visitors to the website, with 72% of traffic coming from abroad.** The website is therefore considered an essential communication tool, allowing an international audience to experience the Forum throughout the year.

## Website traffic during the event

Between 10 and 14 November 2020, the website registered a total of 25,790 connections:



## Social media visibility

Throughout the year, the Paris Peace Forum strives to increase its presence on several social media: Twitter, Facebook, Instagram, LinkedIn, YouTube, WeChat, and Medium. This leads to new dynamic communication formats, such as Instagram takeovers by Scale-up Projects. The communications department's restructuring also allowed the introduction of new engaging content formats, such as GIFs, aimed at bringing more readability and dynamism to the main program topics while also promoting high-level speakers.

In 2020, across all social networks, **the Paris Peace Forum community grew by more than 15.3K subscribers, in other words, a growth of 54%.** The LinkedIn audience more than doubled in 2020 and strengthened the initial consensus that LinkedIn is an essential social network where many of the Forum's benefactors are active, requiring specific communication efforts.

The Paris Peace Forum's social media accounts experienced several peaks of engagement during key moments of the year, including the call for proposals campaign in the spring, in the run-up to the event, and during the event itself on 11-13 November 2020.

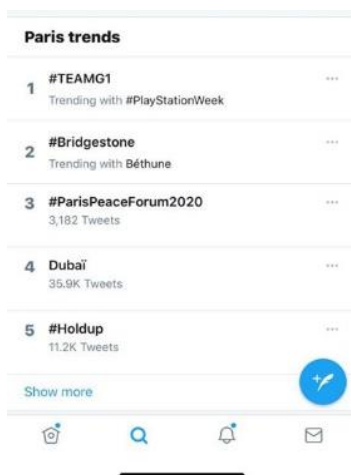
### Social media coverage during the event

During the Forum, a selection of sessions was broadcast live on the Forum’s YouTube and Facebook pages and the Association’s website. In addition to the participants connected to the digital platform, **more than 27,000 viewers worldwide logged on to YouTube and Facebook to watch live sessions.**

The visuals, quotes, interviews, and other forms of content shared on Facebook, Instagram, Twitter, YouTube, and LinkedIn resulted in **over 1.8 million impressions during the three-day event.** In November 2020, on Twitter alone, **the Forum reached 3.5 million impressions (of which 735.7 thousand were**

sponsored) compared to 1.6 million in November 2019. More than 5,800 new subscribers joined the various social media accounts in one month.

Throughout the year, social media activity, particularly during the event, enabled the Forum to become a hotly discussed event on all digital media at the international level. This trend was confirmed on Twitter; the Forum's hashtags were among the top trends in France on the social media platform during the three days of the event, even becoming the third most discussed topic in Paris on 12 November.



*The 2020 official hashtags were:  
#SolutionsforPeace #ParisPeaceForum, and #ParisPeaceForum2020*

## 5. Governance: an organization combining independence, diversity, and efficiency

Founded on 9 March 2018, the Paris Peace Forum is an association under the French law of 1901, the headquarters of which are located in Paris. The Association is an independent non-profit organization with an international governance system, the bodies of which ensure its effectiveness and expertise. A Permanent Secretariat implements the decisions taken by the executive bodies throughout the year.

### 5.1 The Founding Members: ten institutions behind the Paris Peace Forum

The Paris Peace Forum Association received the support of two new Founding Members in March and June 2020:

- Indonesian think tank **Foreign Policy Community of Indonesia (FPCI)**, a foreign policy think tank founded by **Dino Patti Djalal**, the project leader of "1000 Abrahamic Circles" in 2018 and a member of the Forum community since then.
- The **Aga Khan Development Network (AKDN)**, a network of private development agencies working in the poorest regions of Asia and Africa, partner of the Forum since the first edition and represented within the Forum by **Prince Amyn Muhammad Aga Khan**.

These two organizations joined existing Founding Members:

- **The Institut Français des Relations Internationales (Ifri)**, represented by its Director **Thomas Gomart**
- **The Institut Montaigne**, represented by its Special Advisor, **Michel Duclos**
- **Körber-Stiftung**, represented by its Executive Director for international affairs **Nora Müller**
- **Mexico Evalúa**, represented by its Founder and Director **Edna Jaime Trevino**
- **The Mo Ibrahim Foundation**, represented by **Pascal Lamy**, member of the Board of directors
- **Sciences Po**, represented by **Vanessa Scherrer**, Director of international affairs at the Paris School of International Affairs
- **The French Republic**, represented by **Anne Gueguen**, Deputy Secretary-General of the Ministry for Europe and Foreign Affairs
- **Research and Information System for Developing Countries (RIS)**, represented by its Chairman **Ambassador Mohan Kumar**

These two new Founding Members complete the Forum's founding cycle, which aimed to reach ten Founding Members in the Association's first three years. This cycle is now complete, and the Association will now welcome Ordinary Members, the first of which will join the Forum in June 2021.



INSTITUT  
MONTAIGNE



## 5.2 The General Assembly and Executive Committee: the Paris Peace Forum's central governing bodies

The **General Assembly** decides the Association's main legal and budgetary orientations, approves its annual accounts and can amend its Bylaws. From January to December 2020, the General Assembly met three times and adopted eleven resolutions.

The General Assembly includes all the Association's members, both Founding Members, and others. In 2020, it was composed of the representatives of the ten Founding Members. These members were joined by **Open Society Foundations**, represented by **Patrick Gaspard**, the Association's first Ordinary Member, who joined the General Assembly in June 2020.

The **Executive Committee** is the Paris Peace Forum's main decision-making body. It takes all the decisions concerning the organization of the annual event. It shapes the program, authorizes partnership agreements, and decides on the accession of new members. It may establish advisory committees, as it has done for the Selection Committee, the Scale-up Committee, the Ethics Committee, or the Recruitment and Remuneration Committee. From January to November 2020, the Executive Committee met 5 times and adopted 50 resolutions.

In 2020, the Executive Committee consisted of the Association's ten Founding Members, which automatically sit on the Committee for the three years following the creation of the Association, i.e., until March 2021. The Executive Committee consists of a maximum of fourteen members elected by the General Assembly for a term of three years.

An elected board implements the decisions of the Executive Committee. In December 2020, it consisted of four members: **Pascal Lamy** (President), **Nora Müller** (Vice president), **Vanessa Scherrer** (Vice president), and **Michel Duclos** (Treasurer).

## 5.3 The Steering Committee: international expertise to guide the Forum

The Steering Committee provides the Executive Committee with recommendations on the Association's strategic orientations and the organization of the annual Paris Peace Forum event. It may also provide advice on all aspects of the Association's activities.

The Steering Committee consists of 16 leading figures from all continents who sit on the Committee in person. The Executive Committee appoints members for three years.

In 2020, the Steering Committee evolved, welcoming **Mari Pangestu**, Managing Director of Development Policy and Partnerships at the World Bank, following the departure of **Kristalina Georgieva** upon her appointment as Managing Director of the International Monetary Fund.

As of 31 December 2020, it is composed of the following members:

- **Trisha Shetty** (India), Founder, SheSays (President of the Steering Committee)
- **Igor Yurgens** (Russia), Chairman of the Management Board, Institute of Contemporary Development (Vice president of the Steering Committee)
- **Fauziya Abdi Ali** (Kenya), Founder and President, Women in International Security-Horn of Africa
- **Haifa Dia Al-Attia** (Jordan), Harvard University ALI Fellow 2021
- **Chen Zhimin** (China), Professor, Fudan University
- **Renato Flores** (Brazil), Board Member, Getúlio Vargas Foundation
- **Patrick Gaspard** (United States), President, Open Society Foundations
- **Vasu Gounden** (South Africa), Founder and Executive Director, African Center for the Constructive Resolution of Disputes
- **Rouba Mhaissen** (Lebanon), Founder and Director, Sawa Foundation
- **Mari Pangestu** (Indonesia), Managing Director of Development Policy and Partnerships, World Bank
- **Stewart Patrick** (United States), Director of the International Institutions and Global Governance Program, Council on Foreign Relations
- **Gabriela Ramos** (Mexico), Assistant Director-General for Social and Human Sciences, UNESCO
- **Kenichiro Sasae** (Japan), President and Director General, Japan Institute of International Affairs (JIIA)
- **Martin Tisné** (United Kingdom), Managing Director, Luminare
- **Yenny Wahid** (Indonesia), Director, Wahid Institute
- **Huiyao (Henry) Wang** (China), Founder and President, Center for China and Globalization



## 5.4 The Permanent Secretariat: a team to implement decisions

The Association's Permanent Secretariat implements the Executive Committee's decisions. It reports directly to the Executive Committee and the General Assembly.

Based in Paris, the Permanent Secretariat is led by its Director General, who, with the Secretary General's support, supervises 27 full-time employees at its peak (during the Forum), with 3 interns. The positions are organized around eight core functions (administration, communications, programming, operations, partnerships, programming, projects, R&D, and public relations). Ten advisors from the Association's Founding Members and partners also contributed directly to the Permanent Secretariat's operations, particularly before and during the Forum.

The persons who contributed to the third edition of the Forum are as follows:

### Permanent Secretariat:

- **Justin Vaïsse**, Founder and Director General
- **Marc Reverdin**, Secretary General
- **Adrien Abécassis**, Research and Development Director
- **Caroline Allheily**, Public Relations Director
- **Jérôme Barbier**, Policy Officer to the Director General
- **Valentine Bekka**, Partnerships Officer
- **Asmahane Belda**, Human Resources & Office Manager
- **Méïssane Blottière-Mayo**, Policy Officer to the Secretary General
- **Nicolò Conti**, Communications Director
- **Louise Coulibaly**, Administrative Officer
- **Laura Delaunay**, Digital Communications Officer
- **Madioula Diakhite**, Program Officer
- **Solène Gautreau**, Projects Officer
- **Dimitri Grammatyka**, Digital Event Officer
- **Anne-Cécile Kaplan**, Program Manager
- **Morgane Le Dantec**, Administrative and Financial Manager
- **Léah Le Piver**, Operational Assistant, intern
- **Chloé Levaton**, Invitations Project Manager - Consultant
- **Vivien Lubczanski**, Chief Operating Officer
- **Charles Mbatsogo**, Communications Assistant, intern
- **Amanda Mehtala**, Communications Manager
- **Robin Nataf**, Head of Projects Department
- **Maria-Betania Nescier**, Volunteer Program Officer
- **Irène Niskier Cayet**, Program Officer
- **Lucile Skibniewski**, Invitations Project Manager
- **Remy Stuart-Haentjens**, Partnerships Director
- **Sébastien de Turenne**, Translator
- **Maria Valido Vilela**, Event Manager
- **Elise Veysièrre**, Project Support Officer
- **Aghaby Yanni**, Project Assistant, intern

Founding Member and partner advisors and assistants who contributed to the Permanent Secretariat's activities during the event:

- **Éric Blaize de Maisonneuve**, Advisor, Finance and Partnerships (BNP Paribas)
- **Pierre Bonnet-Dogniez** (Ministry for Europe and Foreign Affairs)
- **Foudil Bouregba** (Ministry for Europe and Foreign Affairs)
- **Raphael Droszewski** (Ministry for Europe and Foreign Affairs)
- **Killian Tondou-Bataillard** (Ministry for Europe and Foreign Affairs)

## 6. The Circle of Partners: essential support to the Forum's activity

The Paris Peace Forum Circle of Partners is the Association's body gathering its partners across all categories. The Circle of Partners met during the Association's 2020 spring meeting. This meeting is an opportunity to inform the partners of the Association's developments for the current year.

In 2020, in addition to existing categories (Benefactors, Institutional Partner, and Media Partner), two new categories were created: Academic Partner and Partner Event. These new categories provide a framework for new forms of collaboration with other global governance actors that have emerged due to the growth and expansion of the Association's activities.

### 6.1 Benefactors

Benefactors are foundations, businesses, development agencies, states, or philanthropic foundations that share the Forum's objectives and help promote solutions to global governance challenges in their respective areas of expertise. These Benefactors support the Forum through their financial contribution or the provision of *pro bono* or

in-kind services. In 2020, 24 world-class organizations joined the Circle of Partners or renewed their support as Benefactors. Partnerships are concluded for one to three years: multi-year contributors enable the Forum to look towards the future and have a more direct impact on the Association's strategic orientations.

The Forum's Benefactor partnership policy is divided into four categories, based on the level of financial contribution provided to the Forum:

- **Strategic Partners:** from €500,000 to €700,000
- **Main Partners:** from €300,000 to €500,000
- **Grand Partners:** from €100,000 to €300,000
- **Partners:** from €50,000 to €100,000

Partners also contribute to the event's program and benefit from an exceptional platform to present their initiatives. They also enjoy privileged access to political and economic decision-makers, exclusive moments during the Forum and throughout the year, and high institutional visibility.

#### Strategic Partners



#### Main Partners



**Bloomberg  
Philanthropies**



GRUPE DE LA BANQUE AFRICAINE DE DÉVELOPPEMENT

BILL & MELINDA  
GATES foundation



## Grand Partners



## Partners



## 6.2 Institutional partners

Institutional partners are international organizations that play a central role in global governance. Their support allows the Paris Peace Forum to benefit from an extensive network and the expertise of their representatives.





### 6.3 Partner events

Partner events are a new category created in response to several high-level events' wish to collaborate more closely with the Paris Peace Forum by exchanging visibility and invitations.

In 2020, a first event partnership was concluded with the Global Solutions Summit, organized every year in Berlin, providing for exchanges of visibility, invitations, speaker recommendations, and information dissemination. A second partnership, with the Munich Security Conference (MSC), is currently being finalized. Five other events partnered with the Forum for its 2020 edition.

Discussions have been initiated with the International Economic Forum of the Americas, the European Forum Alpbach, and the European Development Days to explore their interest in collaborating with the Forum. The counterparts or arrangements are to be defined on a case-by-case basis. In addition to exchanges of visibility and speaker recommendations, these may aim to increase networking capacities, disseminate the call for proposals, or even contribute to the incubation and support of governance projects carried by the Forum.

### 6.4 Media partners

The Forum's media partnerships are based on an exchange of visibility between the Forum and the concerned media organization. The Forum features the partner media's logo in its communication materials, facilitates interviews, and introduces high-level speakers. For their part, the media organizations provide the Forum with *pro bono* advertising campaigns.

### 6.5 Academic partners

Academic Partners are a new category of partnership. They respond to the need for the Paris Peace Forum to be identified as a place for aggregating solutions and producing policy recommendations on global governance. While these partnerships will be developed during 2021, a partnership was already concluded in January 2019 with the online magazine *Le Grand Continent* to publish contributions by high-level leaders within the Forum's network.



## 7. Financial information

Amounts in euros	2019 <sup>6</sup>	2020	Variation
<b>Income</b>	6,287,752	5,907,927	(379,825)
<b>Expenses</b>	6,208,724	5,504,927	(703,798)
Event	4,244,862	2,492,408	(1,752,454)
Communication	147,843	150,186	2,343
Mobility Fund	107,654	10,200	(97,454)
Human resources and associated expenses	1,301,704	1,622,817	321,113
Overhead and other expenses	406,661	250,180	(156,481)
Dedicated funds carried over <sup>7</sup>		979,136	979,136

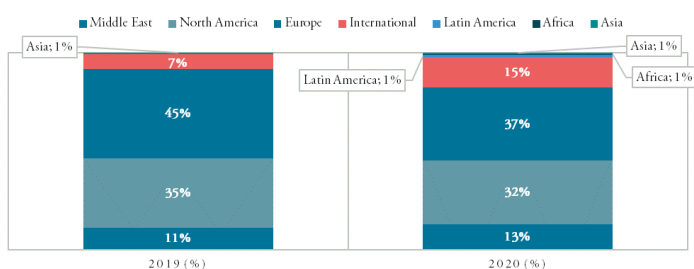
### Segmented income information

The Association is mainly financed through fundraising, which includes contributions from its Founding Members and partnerships established by the Forum.

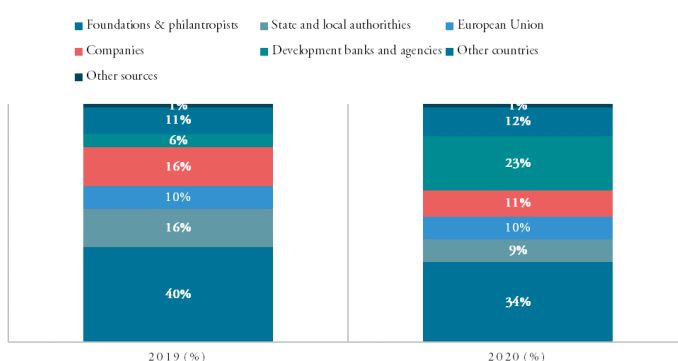
In 2020, the proportion of income from European contributors decreased (37% in 2020 vs. 45% in 2019) while income from international organizations, particularly development banks, increased (15% in 2020 vs. 7% in 2019).

In 2020, foundations and philanthropies remained the main contributors to the Forum. A larger share of funding came from banks and development agencies: a direct consequence of the themes addressed during the third edition of the Forum and particularly the Finance in Common Summit.

#### GEOGRAPHICAL ORIGIN OF THE FUNDS



#### INSTITUTIONAL ORIGIN OF THE FUNDS



<sup>6</sup> In 2019, income and expenses include €166,245 which appear as voluntary contributions in kind in the Association's financial statements. These are contributions from partners who have directly financed part of the event contract. This amount has been reintegrated above for a better comparability between 2019 and 2020.

<sup>7</sup> In 2020, the switch to a 100% digital format a few weeks before the event enabled the Association to generate savings. Revenues raised by the Forum in 2020 to finance its activities which were not spent during the year are carried over into dedicated funds that will be used to finance the Forum's activities in 2021.

# Annex 1: 2020 Paris Peace Forum, participation by heads of state and government, ministers, and heads of international organizations

Due to the fully digital format of the 2020 Paris Peace Forum, heads of state, government, and international organizations were asked to contribute to the event this year via video messages in which they shared their recommendations on the construction of the post-Covid-19 world.

The coronavirus pandemic has called into question the practices and principles that have guided globalization until now, accelerating reflection on the shortcomings of our model, particularly its perverse effects in terms of inequalities, the environment, and health. Like every crisis, it also offers an opportunity for a new beginning. The Paris Peace Forum wishes to facilitate the crystallization of a new international consensus on the principles and priorities that should govern the post-crisis world. The heads of state, government, and international organizations have shared their recommendations on this subject.

These contributions were highlighted during the Forum's Official Ceremony and can be viewed on the Forum's YouTube channel.

## Heads of state and government – speakers (53)

- Afghanistan – Mohammad Ashraf Ghani (President)
- Albania – Ilir Meta (President)
- Andorra – Xavier Espot (Prime Minister)
- Argentina – Alberto Ángel Fernández (President)
- Austria – Sebastian Kurz (Chancellor)
- Belgium – Alexander de Croo (Prime Minister)
- Bosnia and Herzegovina – Šefik Džaferović (Chairman of the Presidency)
- Bulgaria – Boiko Borissov (Prime Minister)
- Canada – Justin Trudeau (Prime Minister)
- China – Xi Jinping (President)
- Colombia – Iván Duque (President)
- Comoros – Azali Assoumani (President)
- Costa Rica – Carlos Alvarado Quesada (President)
- Cyprus – Nikos Anastasiádis (President)
- Czech Republic – Andrej Babiš (Prime Minister)
- Dominican Republic – Raquel Peña de Antuña (Vice-President)
- El Salvador – Félix Ulloa (Vice-President)
- Estonia – Kersti Kaljulaid (President)
- Ethiopia – Sahle-Work Zewde (President)
- Finland – Sauli Niinistö (President)
- France – Emmanuel Macron (President)
- Gabon – Ali Bongo (President)
- Georgia – Salomé Zourabichvili (President)
- Greece – Kyriákos Mitsotákis (Prime Minister)
- India – Narendra Modi (Prime Minister)
- Italy – Giuseppe Conte (President of the Council of Ministers)
- Kosovo – Avdullah Hoti (Prime Minister)
- Latvia – Egils Levits (President)
- Lebanon – Michel Aoun (President)
- Liberia – George Manneh Weah (President)
- Luxemburg – Xavier Bettel (Prime Minister)
- Madagascar – Andry Rajoelina (President)
- Malawi – Lazarus McCarthy Chakwera (President)
- Maldives – Ibrahim Mohamed Solih (President)
- Malta – Robert Abela (Prime Minister)
- Mauritius – Pravind Kumar Jugnauth (Prime Minister)
- Montenegro – Milo Đukanović (President)
- New Zealand – Jacinda Ardern (Prime Minister)
- Nigeria – Yemi Osinbajo (Vice-Président)
- North Macedonia – Stevo Pendarovski (President)
- Norway – Erna Solberg (Prime Minister)
- Poland – Andrzej Duda (President)
- Portugal – Marcelo Rebelo de Sousa (President)
- San Marino – Alessandro Cardelli (Captain Regent)
- San Marino – Mirko Dolcini (Captain Regent)
- Senegal – Macky Sall (President)
- Serbia – Aleksandar Vučić (President)
- Slovenia – Borut Pahor (President)
- Spain – Felipe VI (King)
- Spain – Pedro Sánchez (Prime Minister)
- Switzerland – Simonetta Sommaruga (President of the Confederation)
- Thailand – Prayut Chan-o-Cha (Prime Minister)
- Vietnam – Nguyễn Xuân Phúc (Prime Minister)

## Heads of international organizations – speakers (29)

- International Energy Agency (IEA) – Fatih Birol (Executive Director)
- World Bank mondiale – Mari Pangestu (Managing Director of Development Policy and Partnerships)
- Council of Europe – Marija Pejčinović Burić (Secretary General)
- European Commission – Ursula von der Leyen (President)
- European Council – Charles Michel (President)
- European Organization for Nuclear Research (CERN) – Fabiola Gianotti (Director General)
- Food and Agriculture Organization of the United Nations (FAO) – Qu Dongyu (Director-General)
- GAVI, the Vaccine Alliance – Seth Berkley (Chief Executive Officer)
- International Chamber of Commerce (ICC) – Ajaypal Singh Banga (Chair)
- International Committee of the Red Cross – Peter Maurer (President)
- International Fund for Agricultural Development (IFAD) – Gilbert Houngbo (President)
- International Labour Organization (ILO) – Guy Ryder (Director-General)
- International Monetary Fund (IMF) – Kristalina Georgieva (Managing Director)
- International Olympic Committee – Thomas Bach (President)
- International Organization for Migration (IOM) – Antonio Vitorino (Director General)
- Office of the High Commissioner for Human Rights (OHCHR) – Michelle Bachelet (High Commissioner and former President of Chile)
- Organisation for Economic Co-operation and Development (OECD) – Angel Gurría (Secretary-General)
- Organisation internationale de la Francophonie (OIF) – Louise Mushikiwabo (Secretary-General)
- UNICEF – Henrietta Fore (Executive Director)
- Unitaid – Marisol Touraine (President)
- United Nations – António Guterres (Secretary-General)
- United Nations Development Programme (UNDP) – Achim Steiner (Administrator)
- United Nations Educational, Scientific and Cultural Organization (UNESCO) – Audrey Azoulay (Director-General)
- United Nations Environment Programme (UNEP) – Inger Andersen (Executive Director)
- The UN Refugee Agency (UNHCR) - Filippo Grandi (High Commissioner for Refugees)
- UN Women – Phumzile Mlambo-Ngcuka (Executive Director)
- World Food Programme – David Muldrow Beasley (Executive Director)
- World Health Organization (WHO) – Tedros Ghebreyesus (Director General)
- World Organisation for Animal Health – Monique Eloit (Director General)

## Foreign ministers (22)

- Algeria – Sabri Boukadoum (Minister of Foreign Affairs)
- Australia – Marise Payne (Minister for Foreign Affairs and Minister for Women)
- Benin – Aurélien Agbenonci (Minister of Foreign Affairs)
- Cameroon – Lejeune Mbella (Minister of External Relations)
- Comoros – Dhohir Dhoulkamal (Minister of Foreign Affairs and International Cooperation, in charge of the Diaspora)
- Congo – Jean-Claude Gakosso (Minister of Foreign Affairs, Cooperation and Congolese Abroad)
- Costa Rica – Rodolfo Solano Quirós (Minister of Foreign Affairs and Worship)
- France – Jean-Yves Le Drian (Minister for Europe and Foreign Affairs)
- Gabon – Pacome Moubelet Boubeya (Minister of Foreign Affairs)
- Germany – Heiko Maas (Federal Minister for Foreign Affairs)
- Haiti – Claude Joseph (Minister of Foreign Affairs and Worship)
- Madagascar – Djacoba A.S. Oliva Tehindrazanarivelo (Minister of Foreign Affairs)
- Malawi – Eisenhower Mkaka (Minister of Foreign Affairs)
- Monaco – Laurent Anselmi (Minister of Foreign Affairs and Cooperation)
- Niger – Ankourao Kalla (Minister of Foreign Affairs)
- Nigeria – Zubairu Dada (Minister of State for Foreign Affairs)
- Romania – Bogdan Aurescu (Minister of Foreign Affairs)
- Saudi Arabia – Adel al-Jubeir (Ministry of State for Foreign Affairs)
- Senegal – Aïssata Tall Sall (Minister for Foreign Affairs and Senegalese Abroad)
- Singapore – Vivian Balakrishnan (Minister for Foreign Affairs)
- South Africa – Naledi Pandor (Minister of International Relations and Cooperation)
- Tunisia – Othman Jerandi (Minister of Foreign Affairs, Migration and Tunisians Abroad)



## Other government ministers (26)

- Angola – Carolina Cerqueira (State Minister for Social Affairs)
- Benin – Romuald Wadagni (Minister of Economy and Finance)
- Benin – Benjamin Houngpatin (Minister of Health)
- Cameroon – Louis Paul Motazé (Minister of Economy, Planning and Regional Development)
- Congo – Arlette Soudan-Nonault (Minister of Tourism and Recreation, and Minister of Environment)
- Denmark – Rasmus Prehn (Minister for Development Cooperation)
- Egypt – Hala El Saeed (Minister of Planning and Economic Development)
- France – Annick Girardin (Minister of Marine Affairs)
- France – Bruno Le Maire (Minister of the Economy, Finance and the Recovery)
- France – Barbara Pompili (Minister for the Ecological Transition)
- France – Franck Riester (Minister Delegate for Foreign Trade and Economic Attractiveness, attached to the Minister for Europe and Foreign Affairs)
- Gabon – Michael Moussa Adamo (Minister of National Defence)
- Gabon – Patrick Daouda Mouguiama (Minister of National Education, in charge of Civic Training)
- Gabon – Prisca Koho (Minister of Social Affairs and Women's Rights)
- Gabon – Biendi Maganga Moussavou (Minister of Agriculture, Livestock, Fisheries and Food)
- Gabon – Edgard Anicet Mboumbou Miyakou (Minister of State in charge of Communication and Digital Economy)
- Gabon – Carmen Ndaot (Minister for Investment Promotion, Public-Private Partnerships, Responsible for Improving the Business Environment)
- Gabon – Guy Patrick Obiang Ndong (Minister of Health)
- Gabon – Jean Marie Ogandaga (Minister of Economy and Recovery)
- Gabon – Lee White (Minister of Water, Forests, the Sea, and Environment, charged with Climate Change, SDGs and Land-use Planning)
- Senegal – Amadou Hott (Minister of the Economy, Planning and International Cooperation)
- Somalia – Mahdi Mohammed Gulaid (Deputy Prime Minister)
- Sweden – Peter Eriksson (Minister for International Development Cooperation)
- Tunisia – Habib Ammar (Minister of Tourism)
- United Arab Emirates – Zaki Nusseibeh (Minister of State)
- United Kingdom – Alok Sharma (Secretary of State for Business, Energy and Industrial Strategy and President for COP26)

## Minister Delegates and Secretaries of State (12)

- Cyprus – Vasilis Palmas (Deputy Minister to the President)
- Czech Republic – Ales Chmelar (State Secretary for European Affairs)
- France – Bérangère Abba (Secretary of State for Biodiversity, office of the Minister for the Ecological Transition)
- France – Clément Beaune (Secretary of State for European Affairs, office of the Minister for Europe and Foreign Affairs)
- France – Jean-Baptiste Lemoyne (Secretary of State for Tourism, French Nationals Abroad and Francophonie, office of the Minister for Europe and Foreign Affairs)
- France – Elizabeth Moreno (Minister Delegate for Gender Equality, Diversity and Equal Opportunities, attached to the Prime Minister)
- India – Rahul Chhabra (Secretary of State for Economic Relations, Ministry of External Affairs)
- Mexico – Martha Delgado (Undersecretary for Multilateral Affairs and Human Rights, Secretariat of Foreign Affairs)
- Moldova – Gheorghe Leuca (Secretary of State, office of Ministry of Foreign Affairs and European Integration of the Republic of Moldova)
- North Macedonia – Zoran Popov (State Secretary, office of the Minister for Foreign Affairs)
- Sweden – Per Olsson Fridh (State Secretary, office of the Minister for International Development Cooperation)
- Saudi Arabia – Mona Al-Mehaid (Deputy Minister for e-Health and Digital Transformation)

## Annex 2: Members of the 2019/2020 Scale-up Committee

### The 2019/2020 Scale-up Committee members are:

- **Felix FERNANDEZ-SHAW**, Director, Directorate General for International and Development at the European Commission (DG DEVCO)
- **Olivier LAVINAL**, Program Director, World Bank Group [Member of the 2018/2019 Scale-up Committee]
- **Kathrin LORENZ**, Head of the Governance and Conflict Department, GIZ
- **Julie MCCARTHY**, Co-director of the Economic Justice Program, Open Society Foundations
- **Marc MOSSÉ**, Senior Director EU Government Affairs, Microsoft
- **Joe POWELL**, Deputy Chief Executive Officer, Open Government Partnership
- **Trisha SHETTY**, Founder, NGO SheSays [President of the Forum's Steering Committee and member of the 2018/2019 Scale-up Committee]
- **Alexandre STUTZMANN**, Senior Advisor and Team Leader for social, human rights, humanitarian and cultural issues, Office of the President of the United Nations Assembly [Member of the 2018/2019 Scale-up Committee]
- **Stefano MANSERVISI**, Former Director General (DG DEVCO); Friend of the Paris Peace Forum and Special Advisor to the President of the Paris Peace Forum
- **Andreas SCHLEICHER**, Director for the Directorate of Education and Skills, OECD
- **Noëlla RICHARD**, Youth Global Programme Manager, UNDP

## Annex 3: Presentation of the ten projects receiving Scale-up Committee support in 2020/2021

Each year, the Paris Peace Forum (PPF) selects ten projects that benefit from customized support from the Scale-up Committee (Scale-up Projects). This document briefly presents the ten projects selected on 13 November 2020 during the third edition of the Forum. These projects will receive support in 2020-21, and the results of this support will be presented at the fourth edition of the Paris Peace Forum in 2021.

Project title	Organization	Project description	Country of origin	Country of implementation
<b>AI FOR CLIMATE</b>	C MINDS	This global initiative works to conserve and regenerate ecosystems by harnessing the power of Artificial Intelligence (AI) and multi-stakeholder collaborations.	Mexico	International - Mexico, United Arab Emirates, Canada
<b>EUROPEAN RESPONSE TO ELECTORAL CYCLE SUPPORT IN ETHIOPIA (EURECS-ETHIOPIA)</b>	European Centre for Electoral Support (ECES)	This project aims to support the National Electoral Board of Ethiopia and the local network of CSOs to reinforce one another's goals targeting effective electoral management and the prevention and mitigation of electoral conflicts.	Belgium	Ethiopia
<b>WEAVING THE RECOVERY – INDIGENOUS WOMEN IN TOURISM</b>	World Tourism Organization (UNWTO)	This project is driven by the conviction that empowering Indigenous women from Guatemala, Peru, and Mexico through tourism and culture, focusing on textiles, will considerably support their recovery after Covid-19.	Spain	Guatemala, Peru, Mexico
<b>PEOPLE FOR NATURE</b>	WWF Russia	This project, supported by the EU Delegation to Russia, aims to enable independent local NGOs and activists to contribute to environmental protection by providing free online tools, training, and grant programs for local NGOs.	Russia	Russia
<b>JUSTICE FOR ALL: EMERGENCY COVID PRISON RELIEF</b>	POS (The Perfector of Sentiments) Foundation	This project aims to provide access to justice for Pre-trial Detainees/Remand Prisoners to decongest the overcrowded prison facilities and prevent the spread of the pandemic in Ghana's prisons.	Ghana	Ghana

<b>SWOOP AERO</b>	Swoop Aero Pty Ltd	This project operates a multi-drone aeromedical logistics network to assist and support the Malawian Ministry of Health achieve national health targets for the residing 750,000 citizens in the Southern district of Chikwawa and Nsanje.	Australia	Malawi
<b>SAFE TRADE FACILITY</b>	TradeMark East Africa	This project focuses on the post-Covid-19 recovery phase, aiming to expand to the African Continent by mainstreaming safe trade across the continent to bouncing back better post-pandemic.	Kenya	Kenya, Ethiopia, Uganda
<b>INCLUSION DES TALIBÉS AU MALI ET AU SÉNÉGAL</b>	Secours Islamique France	This project aims to address a deficit in educational governance and respond to a societal inclusion issue by producing a replicable strategy for the Sahel.	France	Senegal, Mali
<b>BAROMÈTRE DU PLURALISME CULTUREL ET RELIGIEUX</b>	Observatoire Pharos	This project aims to measure the intensity of identity tensions within a society and its ability to absorb shocks between different sets of values to preserve the common good.	France	France, Lebanon, Mali
<b>#CORONAVIRUS FACTS ALLIANCE</b>	The International Fact-Checking Network	This project is an alliance that unites 99 fact-checking organizations worldwide in publishing, sharing, and translating facts surrounding the novel coronavirus.	United States	International



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**Publishing Director:** Justin Vaïsse

**Editor in Chief:** Marc Reverdin

**Contributors:** Adrien Abécassis - Caroline Allheily - Jérôme Barbier - Valentine Bekka - MéliSSane Blottière-Mayo - Nicolò Conti - Laura Delaunay - Madioula Diakhite - Solène Gautreau - Dimitri Grammatyka - Anne-Cécile Kaplan - Morgane Le Dantec - Léah Le Piver - Chloé Levaton - Vivien Lubczanski - Amanda Mehtala - Robin Nataf - Maria-Betania Nescier - Irène Niskier Cayet - Lucile Skibniewski - Remy Stuart-Haentjens - Sébastien de Turenne - Maria Valido Vilela - Elise Veyssière

**Translation:** Sébastien de Turenne

**Graphic design:** Amanda Mehtala

**Photos credits:** David Lefranc

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[www.parispeaceforum.org](http://www.parispeaceforum.org)

Contact: [contact@parispeaceforum.org](mailto:contact@parispeaceforum.org)



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