

THE FUTURE OF RIVERS IS THE **FUTURE OF LIFE!**



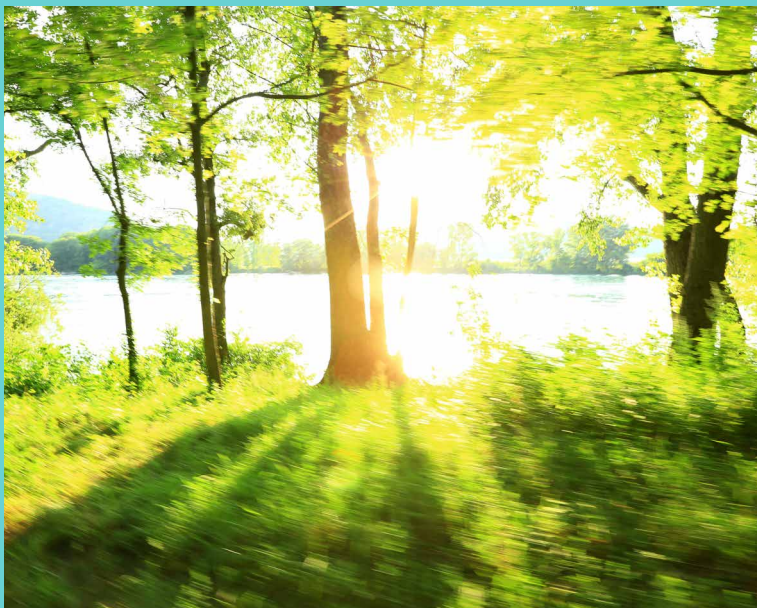
BECOME A MEMBER OF THE FUTURE OF GREAT RIVERS FOUNDATION

An endowment fund created by the association Initiatives
for the Future of Great Rivers (IFGR)



INITIATIVES POUR L'AVENIR
DES GRANDS FLEUVES
INITIATIVES FOR THE FUTURE
OF GREAT RIVERS

2021



The Future of Life on Earth greatly depends on the future of rivers, and more specifically our relationship with them. They are a terrible but implacable mirror of the many challenges that our societies must face for their food security, health, energy and mobility, as well as the preservation of biodiversity. Poorly managed and fragile, these ecosystems vital for life can become a source of conflict and no longer vectors of solidarity and development. Often in a piteous state everywhere in the world, rivers nonetheless embody solutions for tomorrow.

Our responsibility therefore consists in preserving this common heritage that we exploit for various purposes (energy, transport, industry, food, leisure) and in harmonising their uses so that the services rendered by rivers benefits the largest number of people and for a long time to come, while creating value where it does not yet exist.

Enterprises have a major role to play in changing our relationship with nature and life, still too marked by exploitation and domination. The construction of this famous “world afterwards” cannot succeed without them. We are convinced that the mobilisation of all the stakeholders is necessary to develop more considerate use of rivers and, more globally, preserve water resources.

Managers, entrepreneurs: join a network of actors of change to reflect together and act for a common sustainable future between rivers and us.

Become a member of the *Future of Great Rivers Foundation*!



IFGR IN A FEW DATES:

October 2015: In preparation for the COP21 (Conference of the Parties on Climate Change), which for the first time linked the climate and oceans, IFGR gathered its members in Lyon during a constitutive international session. It launched an original dialogue between the rivers of the world, by interweaving expertise and territories, to carry their voice and make rivers the major levers of transition to a new, more sustainable world.

2016: The 3rd international session of IFGR, *Let the deltas live*, organised in the Camargue (France), obtained the COP22 label.

June 2017: IFGR became an association in the general interest.

2018: IFGR oriented its works around three major themes: governance, health, the relationship between rivers and the oceans and gave itself four missions – knowledge, information, cooperation and experimentation – in order to reconnect human beings with rivers and define the bases of a new contract for living together.

2019: IFGR's experts met the actors of the river Maroni in French Guiana and the Yellow River in China, to forge links of unity with Life. Their works and recommendations, welcomed positively at the institutional, national and international levels, placed the subject of rivers at the centre of international negotiations on the climate and biodiversity.

2020: IFGR continued its assistance close to the territories by developing its solutions platform *"Today's projects, rivers of tomorrow"* and by calling on French elected representatives to combat plastic pollution with the Charter *"My territory makes a commitment: rivers without plastic, an ocean protected"* in partnership with the Tara Ocean Foundation and CNR (Compagnie Nationale du Rhône).

2021: Launch of the *Future of Great Rivers Foundation* to federate new economic partners around the cause of rivers.

CONTRIBUTE TOGETHER TO REACH THE SUSTAINABLE DEVELOPMENT GOALS, STARTING FROM RIVERS

The creation of the *Future of Great Rivers Foundation* is part of an:

- **integrated approach** that reconciles the economy and the environment and unites experts, professionals and users;
- **a global approach** that directly tackles the many planetary challenges we must take up.

By launching the Foundation, we aim **to deepen our collaborative approach of joint construction opened with you, business leaders, by associating you more closely with our ambition:** that of ensuring that rivers return to becoming a natural heritage shared and preserved by all and used as fields of research and experimentation to reach the United Nations' Sustainable Development Goals.

“
Rivers are the grammar of life: they are the links, just as grammar links words
”

Erik Orsenna
Economist and member
of the French Academy,
Chairman of IFGR



“

The idea is to collaborate and cross disciplines to approach rivers differently and act so that they speak with other.

”

Elisabeth Ayrault

Chairwoman and CEO of CNR
(Compagnie Nationale du Rhône),
the founding partner of IFGR



WHY IFGR?

What make Initiatives for the Future of Great Rivers (IFGR) unique is its **collaborative approach with all the stakeholders of rivers, in order to find efficient and lasting solutions.**

A forum of ideas and solutions, for the last 5 years the Association has mobilised a group of actors representing every discipline and all the stakeholders linked to rivers, to understand the complexity of the interactions between human beings and their environment. Brought together by their knowledge and desire to generate dialogue between the world's rivers, its members contribute to providing efficient responses to the challenges of the climate, biodiversity and health.

A reference organisation in the general interest for sustainable river management, IFGR intervenes as a **lookout** to alert and spread awareness; **an international forum** for exchanging and sharing knowhow and practices; **a facilitator of solutions** formulated between stakeholders, from the local to the international scale, to progress in our relationship with rivers.



Become a sponsor

A COLLECTIVE AND LONG-TERM COMMITMENT

Your participation in the *Future of Great Rivers Foundation* allows you to fuel your search for meaning and assert your values through a personalised partnership.

Your commitment is made for the long-term and your action is collective:

- **You join a community of enterprises, aware of their social responsibility** and share experiences and methods.
- **You benefit from a new multidisciplinary and international forum** with privileged access to the IFGR's network of researchers, experts, public decision-makers and to high-level events.
- **You participate in IFGR's activities:** you will have the possibility of designing tailor-made events (conferences; workshops, etc.) for your internal and external audiences.
- **You make your employees and stakeholders aware of the issue of water resources** and involve them in a project linked to your values and your CSR commitments.

PROJECTS YOU CAN JOIN IN 2021/2022:

- **The launch of the international biennial for the general public "Living (with) rivers"**, to highlight rivers and the players involved in change
- **The creation of an Ocean and River progress report** for companies to better identify and assess their impacts on aquatic and marine ecosystems
- **The development of educational tools** to make young people aware of the need to preserve water resources
- **The organisation of a high-level international conference on sustainable agriculture**, which will link issues that are still too disconnected: the preservation of water resources, soil biodiversity and food security.

SOCIETAL RESPONSIBILITY REASSERTED

Founding sponsor:

- You are fully associated in the governance of the endowment fund and are represented on the association's management board.
- You become a member of a high-level think tank that questions the place of the enterprise in its environment. Together we can design a project in line with your strategy.

LEVEL OF COMMITMENT:

€ 100,000/year

WITH A COMMITMENT OF 3 YEARS

Major sponsor:

- You are represented on the management board of the endowment fund.
- You are associated with the strategic orientations of the fund and can, with respect to the long-term action plan, actively contribute to one of the projects led by the IFGR collective.

LEVEL OF COMMITMENT:

€ 50,000/year

WITH A COMMITMENT OF 3 YEARS

Benefactor member:

- You assert your commitment to the protection of a natural heritage, for the largest number.
- You have privileged access to international benchmarking on water and rivers, feedback from experience and expertise, allowing you to move forward with your enterprise.

LEVEL OF COMMITMENT:

€ 20,000/year

WITH A COMMITMENT OF 3 YEARS

Because rivers are a world heritage,
paths of water and life at the heart
of the territories,

Because their future greatly depends on
what we, human beings, do with them,

Because our future is inextricably linked
to theirs.

By joining our project,

Become actors in the preservation and
valorisation of rivers, so that they become
levers for a more sustainable world.

With the *Future of Great Rivers Foundation*,
you and your enterprise:

- Will understand the complex causes
of climate change;
- Exchange with your peers in total confidentiality
and increase your competences regarding
economic and societal challenges;
- Experiment with new solutions;
- Promote your identity as an actor committed
to the fight against climate change;
- Contribute to a cause in the general interest:
safeguarding rivers for the wellbeing of all.

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