Business Report

2004-2005

under the auspices of the Fondation de France
To understand what a foundation is all about, you have to look beyond its public claims and stated goals and focus on what it actually accomplishes. After reading these pages, you will understand that Fondation Jean-Luc Lagardère is committed to values such as excellence and generosity. You will also realize that this commitment is not verbal. We never stop at offering just passive support. We consistently encourage people to stretch their limits—the first stage in a journey of self-discovery that each of us has to map out for him- or herself.

The Lagardère Group has a solid track record in the culture and information business. It also identifies with the values embodied in sports. And it has a major presence in the field of cutting-edge technology. Faithful to the legacy of Jean-Luc Lagardère, the Foundation named for him has maintained a strong focus on these three areas.

The Foundation fosters access to culture and programs for promoting it in some countries (e.g., Madagascar, Senegal, Vietnam) and at the institutional level (Cochin Hospital). It also supports individuals (Talent Grants) who do not have the means to fully express their talent. The Foundation also promotes civic-minded athletic sponsorship by supporting initiatives such as Foot Citoyen, a nonprofit organization that uses soccer as a vehicle for integrating the underprivileged into society. Last of all, by establishing a long-term partnership with the Supélec Foundation, it has created a system of cross-funding to encourage scientific research, the funds raised via the partnership enable doctoral candidates to cover the cost of their education in France—a country whose young people clearly have talent and drive to spare.

All of these initiatives give tangible expression to the main goals I have set for Fondation Jean-Luc Lagardère. And yet they only provide a foretaste of what can be achieved. As someone who has inherited the enthusiasm of its founder, I can confidently state that Fondation Jean-Luc Lagardère is extremely well equipped to fulfill the hopes and dreams that led to its creation.

Arnaud Lagardère
SUPPORT FOR 10 NEW LIBRARIES IN MADAGASCAR’S BUSH COUNTRY
A joint program with the ONG Trait-d’Union, under the auspices of the Ministry of Secondary and Primary Education and the French Embassy. The Fondation Jean-Luc Lagardère has donated 30,000 euros to help fund the acquisition of books and provide these 10 centers with radios, VHRs, cassette recorders and other useful equipment.

SUPPORT FOR A NEW “RIVER LIBRARY” IN RICHARD TOLL
A project supported by the ONG Education Santé, headed by Ms. Wade, who is married to the President of Senegal. Covering more than 2,040 square feet, the new library will be housed inside the Catholic Mission in the city of Richard Toll, in southern Senegal. Fondation Jean-Luc Lagardère has contributed 65,000 euros to finance furniture production and the purchase of books and computers.

OXOR OPERATION – READING AND WALKING AROUND THE MEDITERRANEAN
After a much-acclaimed tour around France, Marc Roger, a professional storyteller and president of the organization La Voix des Lumières, embark himself on a tour of the Mediterranean. Hiking across some 20 countries, he read books aloud on his way. He made a number of stops in places where the Foundation is represented through the libraries it helped to set up. Our donation totals 69,000 euros over 3 years, with 23,000 euros contributed in 2004.

A VÁRAN WORKSHOP IN HANOI, VIETNAM
The aim is to create a documentary film-making school that can teach budding local film-makers how to capture life in their country. Our donation totals 15,000 euros.

Fondation Jean-Luc Lagardère Business Report 2004-2005
500,000 EUROS DONATED TO THE ASSOCIATION DU COMITÉ D'HONNEUR DE L'ANNÉE DE LA FRANCE EN CHINE

By joining the Year of France in China’s Committee of Honor association, Fondation Jean-Luc Lagardère gave the Chinese public an opportunity to get better acquainted with France and French culture. It also took part in a number of events – from the inauguration of G Partex Institute in Shanghai and the unveiling of the French Cultural Center in Beijing to the Hong Kong Book Fair and a blockbuster concert by Jean-Michel Jarre.

30,000 EUROS DONATED TO THE JEANNINE MANUEL FOUNDATION

The Foundation granted the Jeannine Manuel Foundation a subsidy that should help the École Active Bilingue de Paris to stay in the forefront of innovative teaching and pursue its mission of educating the future citizens of the world.

1,500 EUROS DONATED TO SAINT JOSEPH'S COLLEGE

The Foundation moved to support the bookmobile run by the Saint Joseph of Byblos College in Lebanon. Its donation enabled the school to replenish its stock of books through an open account on credit with the Antoine bookstore in Beirut.

FUNDING FOR A BOOK “MAURITANIE LUMIÈRE NOIRE”

The Foundation gave 5,000 euros to help fund publication of a book presenting the illustrated report on Mauritania produced by the 2002 winner of the photographer’s grant.

6,500 EUROS DONATED TO THE ASSOCIATION MéDICALE FRANCO-ASIATIQUE

The work of this NGO is inspired by the belief that the men and women who will be using donated equipment need training, and that any new technology offered must be appropriate to the country receiving it.
At hospitals, culture is more than just entertainment. It is also part of caring for patients, a vital extension of the medical staff’s work. For this reason, Fondation Jean-Luc Lagardère has helped to set up singing, theater and writers’ workshops in hospitals, for teenagers with psychological difficulties.

- Involvement in a sister clinic program with the Georges Dumas Clinic in France’s Isère département. The goal is to provide young people suffering from psychological problems with an introduction to theater arts. 4,575 euros donated.
- Involvement in a sister hospital program with the Vinatier Hospital in Bron, near Lyons, to create a music composition workshop. 4,575 euros donated.

- The Jean-Luc Lagardère Multimedia Library was created at the Maison de Solenn in Cochin Hospital, in Paris. As part of a formal commitment to Ms. Bernadette Chirac, France’s first lady, Fondation Jean-Luc Lagardère has created a multimedia library at the Maison de Solenn/Maison des ados in Paris, a center for teenagers with emotional difficulties. Equipped with a giant aquarium, state-of-the-art computers, a well-endowed, valued library and designer furniture, the combined learning-recreation center offers a perfect illustration of the concept of “cultural care” pioneered by Dr. Marcel Rufo. 110,000 euros contributed.
Talent Grants

Promoting up-and-coming talent is one of the top priorities of Fondation Jean-Luc Lagardère, reflecting its enduring commitment to youth, excellence and innovation. The aim is to give a boost to those who may one day become major players in the cultural scene in France and beyond.

Grants in 2004-2005 totaled 389,000 euros. The winners are chosen by a panel of judges that include distinguished figures in the arts, the media and cultural life.

Tallinn

capital of Estonia as seen by SAMUEL BOLLENDOFF
Digital creator’s grant/25,000 euros: Bruno Samper  
Project: an online game in which the player recreates the story by interacting with the hero.

Writer’s grant/25,000 euros: Claire Legrand  
Project: a detective novel that combines fiction with reality using theater techniques, inspired by Constantin Brancusi.

Journalist’s grant/10,000 euros: Luc Olinga  
Project: investigate the cyber-marriage boom currently draining Cameroon of its female population.

Bookseller’s grant/30,000 euros: Cécile Bach  
Project: open a French-language literary café in Copenhagen.

Musician’s grant/25,000 euros: Jean-Paul Houton  
Project: record the second album of his group, Panico, on the Tigersushi label.

Photographer’s grant/15,000 euros: Émilie Buyn  
Project: use photographic scenes to tell the story of the Balconier Cosmodrome, once a key center of the Soviet space program.

Film producer’s grant/50,000 euros: Christie Molia  
Project: produce Lai Vikings Advent Mount.  
The story of a psychologically rigid single father who sends his 18-year-old daughter off on vacation and finds himself saddled with two depressive roommates in their fortes.

TV scriptwriter’s grant/12,000 euros: Angelo Cordi  
Project: Naouli Cluvaux the saga of men who are condemned to be executors from generation to generation.

JUDGES’ PANEL DIGITAL CREATION  
Éric Vianot (President), Chairman and CEO, Les Éditions Numériques •  
Maurice Bouniquy, digital artist •  
Bernard Benhamou, assistant professor on Information Society Institute of Sciences Politics in Paris •  
Michel Béra, Vice President of Development at Lagardère Active •  
Catherine Le Moal, head of Program Planning at the multimedia center Le Cube •  
Mélise Mounir, CEO, MCM Group •

JUDGES’ PANEL JOURNALISM  
Laurent Joffrin (President), Chairman and CEO, Le Monde Group •  
Véronique Marchat, head of Fiction at France 2 •  
Jean-Pierre Guérin, Assistant Director, GMT Productions •  
Christophe Sabot, Director of the VisaFestival Pour l’Image •  
Bruno Barbey, Director, Elle photo dept. •  
Jean-François Bauret, (President), photo editor, Elle Paris •

JUDGES’ PANEL MUSIC  
Paola Sevi (President), Chairman and CEO, Naïve •  
Michel Philippot, Chairman and CEO, Lagardère Group •  
Christophe Sabot, Director of the VisaFestival Pour l’Image •  
Jean-François Leroy, photo dept. head, Elle Paris •  
Monique Nemer, Manager, Epigrammebookstore (Paris) •  
Jean-Marc Roberts, (President), Director, Armitière bookstore (Paris) •

JUDGES’ PANEL FILM  
Pierrot Lejouat (President), producer •  
Noël Bich-Lainé, film acquisition director, Canal+ •  
Jean-Pierre Guérin, Chairman and CEO, GMT Productions •  
Gérald Moreau, Chairman and CEO, Lexis Numérique •

JUDGES’ PANEL TV SCRIPTWRITING  
Didier Decoin (President), writer, President of the Académie Goncourt •  
Christine Bich-Lainé, Chairman and CEO, GMT Productions •  
Gérard Mora, Executive Director, Lagardère Active Broadcast •  
Satine Weiss, photog-
Digital creator's grant/25,000 euros: Nadia Mouctar
Project: create a website dedicated to promoting the musician Sir Alice in an artistic, yet fun vein, one that pays with the boundary between real and virtual worlds.

Writer's grant/15,000 euros: Jessica Nelson (Tad for first place)
Project: explore father-daughter and man-woman relationships in terms of shadow and light.

Writer's grant/15,000 euros: Jean-Baptiste Guérardine (Tad for first place)
Project: write a novel with a balanced, comic take on mourning and returning to one's homeland.

Journalist's grant/10,000 euros: Cécile Bontron
Project: investigate how globalized health care is depopulating Africa of its doctors and nurses by studying four countries: South Africa, Malawi, the UK and France.

Special prize for journalism/5,000 euros: Armandine Penna
Project: trace the migration route of Nigerian women in transit in Morocco.

JUDGES PANEL PHOTOGRAPHY
Jean-Alfred Charlot (President), photographer, member of Magnum agency • Sylvie Bardewant-Suzuki, associated journalist • Jean-François Bauret, specialized journalist • Barry Knapp, photographer, editorial director • Pierre Leroy, photographer, artistic director • Jean-François Leroy, Director of the Viva Festival Pour l’Image • Sandre Weis, photographer.

JUDGES’ PANEL FILM PRODUCTION
Pierre Lescure (President), producer • Rodolphe Bruch-Lévy, film producer (Cinémathèque Française) • Jean-Pierre Guichard, Chairman and CEO, GMT Productions • Sophie Grodin, editor-in-chief, Premiere magazine • David Koskas, Director, France Culture • Michel Blattner, Rfm Dept. Director, Anto • Michel Saint-Jean, Chairman and CEO, Diaphana • Serge Toubiana, Director, Cinémathèque Française.

JUDGES’ PANEL WRITING
Edmond Charles-Roux (President), writer, President of the Académie Goncourt • Anne Carrière, Chairwoman, Editions Anne Carrière • Jean-Claude Fasquelle, Chairman of the Supervisory Board, Editions Grasset • Alexandre Jardin, writer • Pierre Leroy, Co-Manager, Secretary General, Lagardère Group • Jean-Marc Robert, Chairman and CEO, Editions Stock.

JUDGES’ PANEL BOOKSTORE
Jean-François Bril (President), Director, La Procure bookstore (Paris) • Philippe Authier, Director, Éditeurs illustrateurs (Boulogne) • Collette Kermarec, Manager, Cahiers de Colette bookstore (Paris) • Charles Kermarrec, Director, Dialogue bookstore, (Reims) • Matthieu de Montchalin, Director, Amélie bookstore (Boulogne) • Monique Nemer, Management Advisor, Hachette Livre.

JUDGES’ PANEL JOURNALISM
Jean-Noël Reinhardt, Director, Banlieues Bleues Festival • Jean-Marc Roberts, Photog-rapher, artistic director • Thierry Leclercq, host, “On RTL” radio show on Europe 1 • Sabine Weiss, photographer, artistic director • Peter Knapp, photographer, editor-in-chief, Elle • Jean-Claude Maurice, Head of Development and Promotion and New Business, Virgin Stores.
Past winners (1990-2003) of Talent Grants

As part of its dedication to disseminating culture around the world, Fondation Jean-Luc Lagardère joined forces with the Paris city government, staging a photo exhibition on the Champs-Élysées, and subsequently at the Lille City Hall from May 15 to June 15, 2004, to mark the enlargement of the European Union to include ten new member states.

Ten young photographers who won Hachette grants from Fondation Jean-Luc Lagardère were given carte blanche to familiarize the public with these capitals by offering their own personal impressions. The resulting photos capture places, portraits and atmospheres in a way that strikes the imagination and stimulates thinking about what it means to be European. 10,000 euros donated.
Photography exhibition
Champs-Élysées

NICOSIA
capital of Cyprus
as seen by SARAH CARON

BUDAPEST
capital of Hungary
as seen by MATIAS COSTA

NICOSIA
capital of Cyprus
as seen by SARAH CARON

TALLINN
capital of Estonia
as seen by SAMUEL BOLLENDOFF

BRATISLAVA
capital of Slovakia
as seen by TIANE DOAN.NA CHAMPASSAK
Sport

Fondation Jean-Luc Lagardère is fully supported and run by the Lagardère Group, an organization whose own history reflects the values at the heart of sports. In the early 1970s, under the authority of Group founder Jean-Luc Lagardère, Matra Sport chalked up victory after victory on competing circuits around the world. After triumphing in the Formula One World Championship in 1969 with Jackie Stewart at the wheel, Matra achieved a historic performance, winning the 24 Hours at Le Mans three years in a row (1972, 1973 and 1974).

More recently, Lagardère played an active part in drumming up support in the French business community for Paris as a candidate to host the Olympics and Para-Olympics games, creating the Club des Entreprises Paris 2012 and leveraging its brands in large-scale support and communication campaigns. Along with its support for the rising stars of French tennis, Lagardère has partnered with the Paris Jean-Bouin, a general-purpose sports club in Paris that was founded a century ago. The goal of this partnership is to develop a world-class site, an ambition that was recently embodied in the creation of Team Lagardère. This structure includes a research center dedicated to athletic performance and elite athletes, but also seeks to promote amateur participation in sports.

Drawing on the support of the scientific center, Lagardère intends to make the Foundation the locus of two complementary activities: basic research, in particular as applied to sports, and the use of sports as a vehicle for integration through community events and initiatives. Indeed, and as a prelude to future projects in this area, Fondation Jean-Luc Lagardère has already donated 5,000 euros to Foot Citoyen, a soccer association dedicated to combating delinquency and the decline of civic spirit.
Research

Fondation Jean-Luc Lagardère is striving to become a leading partner in the field of research, with a particular focus on advanced technology. Because research is by definition an investment in the future, it is important that the results live up to expectations and that they gain wider international recognition. The challenge today is how to foster interdisciplinary dialogue, by building bridges between basic and applied research, and how to ensure that ideas are widely disseminated. Without a doubt, engineers and research workers will play a leading role in the technological revolution that lies ahead.

Fondation Jean-Luc Lagardère has already established a long-term partnership with the Supélec Foundation, based on a system of cross-funding. Each year, a Supélec grant and a Jean-Luc Lagardère grant will be awarded to researchers newly admitted to post-doc programs at the Supélec engineering school. Fondation Jean-Luc Lagardère will be donating a total of 1 million euros over 3 years.

As part of its ongoing support for medical research, the Foundation donated 20,000 euros to the UNISEP, an organization that finances medical, biological and therapeutic research on multiple sclerosis, as well any efforts at assisting patients.

The Foundation supported the Gala de l’Espoir (Gala of Hope) held by the Paris Committee of France’s Anti-Cancer League, an organization resolutely committed to meeting the objectives set by the Cancer Plan: prevention, screening, research, and work with patients and their families. 4,186 euros donated.
On May 1, 2004, the European Union was enlarged to include ten new member states. Joining forces with the Paris city government, Fondation Jean-Luc Lagardère asked ten young photographers, all of them winners of Foundation talent grants, to share their impressions of the capitals of these countries. Their work is illustrates this business report.