

vivendi

create joy  fund

REVIEW OF
2022

VIVENDI CREATE JOY

Solidarity program

Since 2008, Vivendi Create Joy has been committed to providing access to culture, an introduction to and professional training in the Group's businesses, by supporting projects around television and cinema, live performances, music, communication, video game creation, writing, publishing, journalism...

The initiative responds to the challenges of equal opportunities, by enabling as many people as possible to access the emotions aroused by cultural activities, and to take training in order to flourish in a creative profession.

Vivendi encourages its staff to engage in sharing skills for the benefit of the associative structure, or to do so directly for the benefit of young people.

In 2022, Vivendi Create Joy took action for Ukraine by offering a dedicated call for projects to support creation by Ukrainian refugee artists and to help young people to overcome the suffering caused by the war, by funding art therapy and psychological support programs.



@vivendicreatejoy



@VivendiCreateJoy



Les pastilles
Vivendi Create Joy



Television and cinema

CinéFabrique, 1000 Visages, Cinékour, ECAS, Plus Loin, Trégor Cinéma, Ph'art & Balises, DEFI production, EPICES/Parallel14 – **France**

AARG, ACIAB – **Benin**

Dakar Court, Yennenga Center, Up Short Films, Globe – **Senegal**

Fondation ABS, Content Lab – **Côte d'Ivoire**

ATCNA – **Togo**

Ecole 241 - **Gabon**

Sabutech – **Guinea**

MillaMedia – **Democratic Republic of Congo**

Tadiaszt – **Mali**

LAFAAAC – **Africa**

Hatch Films – **Great Britain**

Fundacja Filmowa im. Władysława Ślesickiego – **Poland**



Live performance (Live, Theater, Comedy, Festivals)

Orchestre à l'Ecole, La Fabrique Opéra, Apprentis d'Auteuil, Odéon, Théâtre de l'Europe, Entrée en Scène, Le Chantier des Francofolies, CREA, La Maîtrise Populaire de l'Opéra Comique, Paris-Mozart-Orchestra, Voces8 Foundation, Arkenciel Compagnie, Fondation de la 2e Chance – **France**

Les Amis du Choeur Madrigal du Cameroun, Africa Stand Up – **Cameroun**

Arts et Solidarité Interculturelle – **Burkina Faso**

Institut Français du Congo, Les Suds – **Congo**

Music for Youth, Urban Development, XLP – **Great Britain**



Communication

Théâtre des Célestins, Graine d'Orateur 93, La Compagnie des Hommes, ALMA – **France**

Journalism

La Chance pour la diversité dans les médias, ESJ Lille, l'Onde Porteuse – **France**

Talents d'Avenir – **Côte d'Ivoire**

Publishing

Le Labo des Histoires, La Plume de Paon – **France**

Making Waves – **Côte d'Ivoire**

Liens d'Or – **Cameroun**



Video games

Sport dans la Ville, Colombbus, Apprentis d'Auteuil, l'Ecole des Héros, Rubika – **France**



Ukraine Special Projects

Live Music, Ukraine Portal, Lili Schlap & co, Making Waves, Situational Center Open Doors



TELEVISION & CINEMA

France

Trégor Cinéma – *La Cabane à Scripts* project



Supported since 2021

La Cabane à Scripts is a one-week film writing and discovery residency in Trébeurden for 8 young people aged between 18 and 25 undergoing educational reorientation or having dropped out of school. These young people were helped to take their first steps in short film writing by dedicated and caring professional scriptwriters.



The idea behind La Cabane à Scripts is that one can make and write films outside the large urban infrastructures and reach rural young people who are often forgotten by local integration policies.



Poland

Fundacja Filmowa im. Władysława Ślesickiego, *Pierwszy Film* project

Supported since 2022



Pierwszy Film enables young documentary filmmakers to be supported and advised by industry professionals.

Particular attention is paid to participants from rural areas or who have missed out on the traditional film education pathways. They are granted bursaries to allow them to follow the training in Warsaw.

The aim is to show and hear an original understanding of the world through the talent of a new generation of directors. Through their ability to deal with complex subjects, documentary filmmakers give us food for thought and enable us to better understand differences and thus contribute to a more harmonious world.

This is our first Create Joy partnership in Poland.

Canal+ has a presence in Poland through Canal+ Polska. It pays particular attention to quality documentaries, and it seemed natural for Vivendi Create Joy to encourage the association to develop the sharing of skills with young directors in this field.



TELEVISION & CINEMA

Togo

ATCNA – Project to provide *sound recording for cinema training*

Sound recording and processing for cinematographic works are the poor relations of audiovisual training in Africa. ATCNA uses a seasoned professional to train nine young Africans from Togo, Benin, Burkina Faso, Côte d'Ivoire, Niger, Mali and Senegal to specialize in sound recording.



This 2-month training combines theory and particularly practical exercises. At the end of the training, these young sound recordists have no trouble showcasing their skills!

ATCNA is also behind the Festival Emergences in Lomé. Taking advantage of the 2022 Festival, Vivendi Create Joy and teams from the ATCNA organized a "Night of African Short Film" on November 8 at the CanalOlympia Godopé in Lomé, showcasing the work of the trainees and presenting our partnership to film lovers in Togo. The association is a partner of Canal+ and A+ and develops training courses with the Canal+University and Vivendi Create Joy.



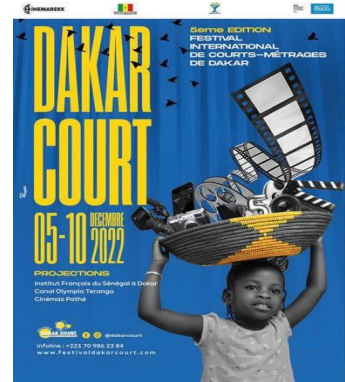
JOURNALISM

Senegal

Dakar Court – *Dakar Court Critics* project

Over the years, the Dakar Court Festival has become an unmissable event for the discovery of short films and of the continent’s tremendous creative energy.

Supported since 2021



Vivendi Create Joy decided to team up with Moly Kane, President of the Dakar Court Festival, to put together a “film critic’s” training course for professional journalists. Following the success of the training in 2021, the project was expanded and renewed in 2022.

By improving the participants’ film culture and critical eye, the objective is to further enhance African productions, develop film communication skills, and thus encourage the African public to return to cinemas.

A “critics’ lunch” was held at the CanalOlympia Téranga in Dakar on December 8 to help the professional world understand the importance of the film critic’s role.





COMMUNICATION

France

Graine d'Orateur 93

After Seine - Saint-Denis, Graine d'Orateur is developing its oratory workshops in the popular regions of Lille, Lyon and Marseille. The aim is to raise young people's awareness of citizenship issues and of the foundations of democracy through the practice of debate, oratory and rhetoric, so as to reduce inequalities in the mastery of the codes relating to use of the spoken word.



The young orators were invited to attend the final of the Inter-company Oratory Competition at the Olympia. Vivendi is one of the organizers and several employees take part every year...





LIVE PERFORMANCE

France

Voces8 Foundation, *SingIn* project

Supported since 2016



This foundation called for by Paul Smith, who was behind the groups Voces8 and Apollo5, works to give access to choral singing in a way that is fun and playful, but also demanding. Vivendi Create Joy has supported this initiative since 2016 and helped the association set itself up in France (thanks to the commitment of its employees), to establish its structure and to spread into the regions.

Associated with a renowned cultural structure or with a festival such as the Festival de la Vézère, the Flâneries Musicales de Reims, the Festival de l'Épau in the Sarthe region or the Festival de Saint-Denis, for example, young people take part in the programming and discover the lyrical festivals of their region. The impact on these young people is powerful: understanding a repertoire, enjoying singing together, talking with famous artists and sharing the stage with them in front of "real" audiences under professional conditions.

"The schools involved in the SingIn project offered by the Festival de la Vézère are located in rural areas with disadvantaged socio-professional categories and limited access to culture. (...) Thanks to Vivendi Create Joy and the exceptional quality of VOCES8, our students have understood that there was no culture that they cannot access. (...)" Sylvie Plas, Brive.



LIVE PERFORMANCE

France

Odéon-Théâtre de l'Europe,

Adolescence & Territoire(s) project

For one season, about twenty young people aged between 15 and 20 from regions close to the Ateliers Berthier (17th arrondissement), Saint-Ouen and Gennevilliers, are initiated in dramatic art and acting under the direction of recognized artists. Together, they participate in the creation of a show, presented in June, each of which tells a fictional story dealing with questions specific to their generation.

Pauline Bayle directed edition no. 10, working on a version of *The Suppliants* by Aeschylus performed on the main stage of the Odéon last June. This was an unforgettable moment for those taking part in this anniversary edition!



Supported since 2012

In 10 years, the directors who have taken part in the project are Didier Ruiz, Jean Bellorini, Julie Deliquet, Manon Thorel and Julie Lerat-Gersant, Chloe Dabert and Sebastian Eveno, Clementine Baert, Marie Piemontese and Florent Trochel, Mickaël Phelippeau and Pauline Bayle. The creative work done with the young people had an impact on their relationship with creation. *Find some more testimonials on our Soundcloud page.*



To mark 10 years of partnership, Vivendi Create Joy and the Théâtre de l'Odéon wanted to ask the young participants what stayed with them from this experience, to understand the impact that such a human and artistic adventure could have on their personal and professional life stories, and to look at how this generation sees their adolescence in a changing world. This resulted in a documentary by Quentin Montant, *"iels, portraits of the 2010s"*.



The documentary provided an opportunity for a wonderful reunion between the young people and the directors (here, Clémentine Billy and Didier Ruiz, from the 1st edition).

Over the years, the creative and cultural professions have attracted many of the participants in the Adolescence & Territoire(s) project... *Outstanding talents worth following...*



PUBLISHING

Côte d'Ivoire

Making Waves, *l'Afrique en Conte* project

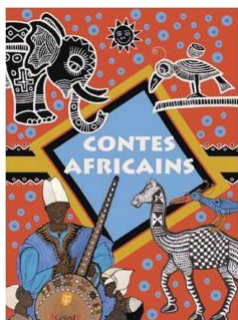
Supported since 2022



L'Afrique en Conte (Africa in Tales) is a project that aims to collect stories from historical heritage and contemporary imaginations, in French and local languages, to make them accessible to as many people as possible in the form of podcasts and audio fiction.

Thanks to Vivendi Create Joy, Making Waves has trained Ivorians in sound recording on the RadioBox, a tool specially designed to simplify sound recording while maintaining optimal quality.

Making Waves has made 20 sound recordings showcasing stories passed down from generation to generation.



“L'Afrique en Conte” has metamorphosed and become *“Contes Africains”* (African Tales), a book to be read and listened to, released in France on October 12 by Gründ Jeunesse, and in Côte d'Ivoire on November 2 by Nimba, both publishing houses of the Editis Group.



VIDEO GAMES

France

Rubika, *Bourse au mérite* project



To help young students from priority or rural districts of GrandHainaut (Hauts-de-France) to get into the specialized sectors such as 2D and 3D animation, video game creation or design taught at the prestigious Rubika school, the Foundation awards bursaries based on merit.

In 2022-2023, 22 bursaries were awarded to talented young people to enable them to continue their studies.

Youmna is one of the recipients of a bursary. She testifies to the importance of this financial boost for her studies, which enables her to devote herself entirely to the design and development of her animation projects. Gameloft is on the lookout for talented people trained at Rubika, and there are several schemes enabling Gameloft employees to meet young people from the school, including those with bursaries.

UKRAINE SPECIAL

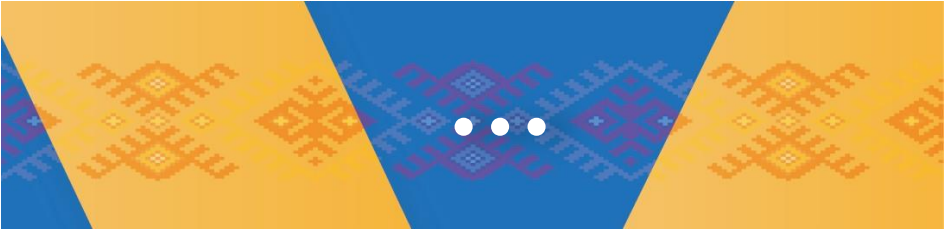
Call for projects

In May 2022, Vivendi Create Joy launched a dedicated call for projects to support associations working to alleviate the suffering of Ukrainian refugees. Priority was given to projects targeting psychological assistance through cultural initiatives and projects promoting Ukrainian artists. Five projects caught the attention of the Board, in France, Bulgaria and Ukraine.

A charity evening

In May 2022, Vivendi Create Joy partnered “*Un Soir en Absurdie*” organized by François-Xavier Demaison and Stéphane de Groodt and his guests, at the Théâtre de l’Œuvre. All the profits from this evening were donated to the Association Aide Médicale Caritative France-Ukraine.





Website: amc.ukr.fr





EMPLOYEE ENGAGEMENT

#GivingTuesday



November 29 was International Giving Day, #Giving Tuesday, an opportunity for Vivendi and its subsidiaries to offer employees Group products free of charge (DVDs, box sets, goodies, vinyl records, educational games, quirky decorative items, puzzles, beautiful books, special edition magazines, etc.)

Employees were encouraged to make their own donation to the guest association: Lyon-Ukraine.

Thanks to our business units Canal+, Edisis, Nathan, Prisma Media, Editions Prisma, TéléZ, OlympiaProd, and l'Olympia, for taking part in this day. Marta and Olia came from Lyon to present the actions of the association, the new "Domivka" center and the humanitarian shipments sent to support the people of Ukraine.





A total of €2,922 was collected on this day.

Thanks to the donations from employees, humanitarian equipment was sent to the front, as well as generators.

On St. Nicholas's Day, gifts of games were given to the Ukrainian children, and the "Domivka" cultural and reception center was provided with teaching materials.



Website: lyonukraine.org



EMPLOYEE ENGAGEMENT

Marathons, by ProbonoLab in Marseille and Paris



With its partner ProBonoLab, Vivendi Create Joy organized “marathon” days. The idea is to bring together employees prepared to share their business skills and expertise with a partner association of Vivendi Create Joy. In Marseille, our SeeTickets staff shared ideas and contacts to help Sport dans la Ville organize its first fundraising gala. In Paris, staff of Prisma Media, Havas and Canal+ focused on the communication tools of the Making Waves association.





These ProBono Marathon days are perfect examples not only of how to create beneficial links between the association and employees, but also of how to foster connections between employees and between associations and business.

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