

SmART

**A POP SCIENCE MASTERMIND
ON SMART CLIMATE ACTION
IN FLORIDA & THE CARIBBEAN**



CONCEPT: SmART is an invitation-only edutainment platform combining education & entertainment. It gathers influencers, investors, celebrities, scientists, astronauts, meta-philanthropists, art-collectors and High-Net Worth Individuals (HNWIs) engaged in climate-change and the achievement of the Sustainable Development Goals. Particularly, SmART focuses on building the world's first "Smart Climate Zone" in the Caribbean at the horizon 2030.

The overall SmART concept features two main events:

- **MIAMI ART BASEL** (December 2021)
- **MIAMI FORMULA 1 GRAND PRIX** (June 2022).

To consolidate the two on-site gatherings, a digital platform featuring art, environment, technology, blogs & interviews ignites wide reach-out and exposure to sponsors & partners from September 2021 to September 2022. Details regarding this innovative marketing and campaigning approach are described in the "Sponsorships & Investment Matrix" below.

ART BASEL EVENT: This one-day gathering features two different segments for strategic networking and brand-exposure:

- **MASTERMIND "THE NEUROSCIENCE OF CLIMATE CHANGE"**
- **OCEAN WARRIORS AWARDS EVENING & ART AUCTION**

Three individuals and a "Country of Honor" will be awarded for their innovative contributions to preserve the Caribbean ecosystem. Proceedings from art sales will benefit two philanthropic entities operating in the Caribbean.

SmART events build on previous MasterMinds and gatherings organized or sponsored by XZEN Technologies Inc, worldwide, like:

- **OCEAN IMPACT DAY, Cannes Film Festival (2019)**
- **CLIMATE ACTION DAY, UN General Assembly (2019)**
- **HOPE FOR HAITI @ Aston Martin Residences, Art Basel (2019)**
- **CLIMATE CHANGE MASTERMIND @ Venice Film Festival (2020)**

@ CANNES FILM FESTIVAL 2019



XZEN Events & MasterMinds

@XZENEvents - Advertising/Marketing

@UNITED NATIONS CLIMATE ACTION SUMMIT 2019



@MIAMI ART BASEL 2019



XZEN Events & MasterMinds

@XZEN Events Advertising/Marketing



@VENICE FILM FESTIVAL 2020



MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE

WHAT LEGACY ARE WE LEAVING
FOR FUTURE GENERATIONS ?

THE **VENICE**
FILM FESTIVAL

September 4th 2020



MEDIA PARTNERS





@ Miami Art Basel 2021

PROGRAMME

Friday, 3 December 2021

MASTERMIND

(2pm – 5pm)

The Neuroscience of Climate Change

A disruptive mastermind on the neuroscience of climate change to understand how the human psyche is influenced by and reacts to natural shocks. In a TedTalk-like format, a collection of scientists, psychologists, innovators, entrepreneurs and selected invitees will discuss strategies & tools to tackle the stress-factors of climate change on human performance in the post-COVID era. The preliminary MasterMind programme is detailed below.

SmART TWILIGHT

(9pm to sunrise)

Edutainment for Climate Change

A philanthropic & networking evening - combining education & entertainment - to celebrate smart climate innovation in the Caribbean. The gathering includes:

A **pop science report** from the MasterMind participants with practical stress-relief & high-performance counsels for policy-makers and the public opinion on how to tackle the stress-factors of climate change ;

The **Ocean Warriors Awards** delivered to 3 individuals and one Country of Honor for their outstanding contributions to the preservation of the Caribbean ecosystem ;

Art-Exhibit of selected artists curated by the prestigious BelAir Fine Art galleries (Monaco & Miami) in benefit of two philanthropic initiatives in the Caribbean.

SPONSORS-DECK

BRAND SPONSORSHIPS ARE CONCEIVED AS INVESTMENT - NOT EXPENSE - WITH AN ELEVATED RETURN (ROI)

To ensure effective brand-exposure, sponsors cash-transfers will be invested mainly in digital promotion. Moreover, sponsors will gain the following benefits:

EXCLUSIVE GUEST-LIST: Caribbean policy-makers, world scientists, artists, celebrities, influencers, entrepreneurs, HNWI and international investors will be invited to both events. Depending on their availability, high-caliber guests may attend in-person or on-video. So far, personalities like Jazmine Grace Grimaldi (Prince Albert of Monaco's daughter), Kiera Chaplin (Charlie Chaplin's granddaughter), movie star Vin Diesel, Laurent Lamothe (former Prime Minister of Haiti), Simon Stiel (Minister of Environment of Grenada), renown filmmaker Jean Michel Cousteau, Silicon Valley icon Tai Bill, Per Wimmer (founding astronaut of Richard Branson's Virgin Galactic), other HNWI and global personalities have been engaged in previous XZEN MasterMinds editions in Cannes, Venice, Los Angeles, New York, Miami & Caribbean. In addition to the renown speakers mentioned below, additional invitees to the SmART events include politicians, investors, current and former executives from major brands like: Morgan Stanley, Bridge Investment Group, Bulgari, Chanel, Cartier, Amber Lounge, Cirque du Soleil, VR Americas, and StratMinds, among others.

MULTI-DIMENSIONAL BRAND EXPOSURE: to further amplify sponsors' visibility, micro-targeted digital marketing will reach audiences, areas & industries of influence (e.g. Miami, NY, LA, Monaco, Dubai, Moscow, HK, Delhi, etc.). Digital traffic will be directed to the secure hubsite www.xzen.tv equipped with a private online registration and payment platform protected by a privacy code and a Secure Socket Layer (SSL). Web-database will continue to grow in 2022 in preparation for the Formula 1 event. Metrics will be determined by the level of individual sponsorships (see Matrix below). Overall, sponsors will have strategic access to the guest-list, together with on-stage presence, personal introductions, bilateral pitch-sessions, podcast interviews, and digital brand-awareness from September 2021 to September 2022.

HIGH-END ART MANAGEMENT: during the same period (September 2021-22), selected artworks with a creative environmental theme will be exhibited digitally for sale on a dedicated xzen.tv section with secure payment feature. Art management for both events is curated by the prestigious BelAir Fine Art galleries in Monte Carlo and Miami www.belairfineart.com

PHILANTHROPIC ACTION: selected artworks will be auctioned during the evening event to finance philanthropic initiatives in the Caribbean, like the Starfish Orphaned Foundation which provides education to children in 29 countries, featured on CNN and CBS, and supported by celebrities like Jennifer Lopez <www.osf.org>. Through their investment, sponsors will be associated with respected philanthropic entities as part of their Social Corporate programmes.

COVID-19 & RISK MANAGEMENT: In case the City of Miami will cancel public events during Art Basel, SmART onsite/online hybrid format allows to easily direct efforts & resources towards a fully-digital event which, indeed, may allow even greater global reachout and brand exposure. Hence, sponsors' investment should not incur in any Covid-related risk

SPONSORSHIPS & INVESTMENT MATRIX

Selected sponsors & angel investors can participate only on-invitation or trusted referral. Return on Investment (ROI) includes a wide range of assets from personal presence & on-site brand visibility, to 12-month digital exposure, as well as strategic networking for client-acquisition and deal-making with targeted individuals and audiences. In addition, sponsors & partners will gain social corporate reputation for contributing to tackle environmental challenges, and build the world's first Smart Climate Zone in the Caribbean.

Sponsor's gains and assets vary according to the level of participation, as follows:

PLATINUM \$60K	First-line brand & logo onsite exposure + 12-month online visibility	On stage presence + 2-minute brand video both onsite & online (12 month)	Targeted digital campaign (2 posts daily x 12 months on xzen.tv + event-focused FB, IG, Twitter)	Unlimited personal intros to selected guests for individual business pitches	30% discount on Maestro Amadio's artworks + other selected art investment by the BelAir Fine Art Gallery Montecarlo	6 invitees to all onsite & online events	Personal video interview & brand-pitch + FB Live Broadcast + On-site media coverage (photo & video)	Private Facebook Group for VIP only (max 100 participants) Private Clubhouse Room (max 50 participants)
GOLD \$40K	Second-line brand & logo onsite exposure + 12-month online visibility	Special mention on stage + 1-minute brand video both onsite & online	Targeted digital campaigns (1 post daily x 12 months on xzen.tv + FB, IG, Twitter)	Up to 10 personal introductions to selected guests for individual business pitches	20% discount on Maestro Amadio's artworks + other selected as investment	4 invitees to all onsite & online events	FB Live Broadcast + Onsite media coverage (photo & video)	Private Facebook Group for VIP only (max 100 participants) Private Clubhouse Room (max 50 participants)
SILVER \$25K	Third-line brand & logo onsite exposure + 12-month online visibility	1-minute brand video both onsite & online	Targeted digital campaigns (1 post daily x 12 months on xzen.tv + FB, IG, Twitter)	Up to 5 personal introductions to selected guests for individual business pitches	10% discount on Maestro Amadio's artworks + other selected as investment	3 invitees to all onsite & online events	FB Live Broadcast + Onsite media coverage (photo & video)	Private Facebook Group for VIP only (max 100 participants) Private Clubhouse Room (max 50 participants)

OSF Gala NY
October 2021 (*)

Miami Art Basel
3 December 2021

Formula 1 GP
3 May 2022

Digital Environment Engagement Platform
October 2021 – September 2022

(*) Both SmART and Formula Green events will be officially announced during the OSF gala at Cipriani Wall Street on October 22nd in New York. More info at www.osf.org

NEUROSCIENCE & CLIMATE CHANGE

A pop science MasterMind on smart innovation in the Caribbean

On 24 September 2019, Heads of State and Governments from all over the world gathered during the “**United Nations Climate Action Summit**” in New York to discuss innovative solutions for environmental challenges and sustainable development. Discussions encompassed policies, financing, technologies, partnerships and multi-stakeholder processes to accelerate the implementation of the **Sustainable Development Goals (SDGs)** within the framework of the **United Nations Agenda 2030**.

In 2020, the COVID-19 pandemic has added health, economic and psychological concerns to the Caribbean populations already stressed by the underlying environmental crisis that put in peril the existence of their islands. Within this strategic framework, **SmART @ Art Basel** offers a unique edutainment platform to capitalize on the collective intelligence of elite futurists, investors, innovators, disruptors, celebrities and HNWIs. MasterMind speakers and participants are expected from a broad range of centers of world excellence, such as: University of Miami, Florida International University, United Nations, European Union, IADB, Silicon Valley and the private sector.

Building on previous MasterMinds (see above), the SmART 2021 event @ Art Basel focuses on raising awareness on the world’s first **Smart Climate Zone (SCZ)**: a cutting-edge platform involving governments, international organizations and the private sector, as well as music & sport celebrities like Sean Paul and Usain Bolt. The SCZ & **Caribbean Smart Climate Accelerator** aim at modernizing digital, physical and social infrastructure for disaster resilience in the Caribbean. The MasterMind will focus on the psychological impact of climate change on stressed Florida & Caribbean populations.

The conclusions reached by the thought leaders will be presented to a larger audience during the evening event (SmART Twilight) when three personalities will be awarded with the unique **Ocean Warriors statuettes** for their outstanding contribution to climate innovation in the Caribbean. During the Twilight gathering, the next event at the margins of the first-ever Formula 1 Grand Prix in Miami will also be announced to sustain the SmART exchanges & awareness campaign in 2022.

MASTERMIND PROGRAMME *(preliminary)*

14:00 Intro (plenary) “**Why the Neuroscience of Climate Change?**”
by Dr. Guerda Nicolas, Prof. of Psychology, University of Miami (confirmed)

14:30 Kenote Speech (plenary) “**Smart Climate Innovation in the Caribbean**”
by Racquel Moses, CEO, Caribbean Climate Smart Accelerator (TBC)

15:00 SmART Digital Rooms (invite-only participants – 12 pax per room)

Digital Room 1 - “**WATER & CLIMATE CHANGE**” – moderator: Dr. Gilbert Saint Jean *(1a)*

Digital Room 2 - “**NUTRITION & CLIMATE CHANGE**” – moderator: Dr. Halland Chen *(2a)*

Digital Room 3 - “**SPORT & CLIMATE CHANGE**” – moderator: Dr. Khalilah Ali *(3a)*

Digital Room 4 – “**YOUTH ENGAGEMENT & CLIMATE CHANGE**” - moderator: Dr. Mary Shuttleworth *(4a)*

Digital Room 5 - “**ART, ENTERTAINMENT & CLIMATE CHANGE**” – moderator: Gianluca Gaudio *(5a)*

Digital Room 6 - “**BUSINESS, TECHNOLOGY & CLIMATE CHANGE**”- moderator: Rosario Casas *(6a)*

16:30 Digital Rooms reporting (plenary)

17:00 Recommendations and Way Forward

(1a) PhD in Evolutionary Biology and Co-Chair of the SmART Scientific Committee - (confirmed)

(2a) The “Longevity Doctor” as featured on HBO Vice News “Engineering Immortality” (tbc)

(3a) Sport and movie producer, wife of box legend Muhammad Ali - (confirmed)

(4a) Peace Nobel Medal-winner & President of Youth for Human Rights International, Los Angeles (confirmed)

(5a) BelAir Fine Art Gallery Monte-Carlo & Elyseum Bridge NTFs – (confirmed)

(6a) Ford Motors “Women of the Year” award-winner & AI/VR innovator - (confirmed)

MAESTRO amadio

The Ocean Warrior Awards



Amadio

The "Ocean Warrior Awards" - together with the "Deep Ocean" and "Deep Amazon" art collections - are kindly donated by Maestro Vittorio Amadio, the "modern Picasso"...

SmART 2021 is possible thanks to:



BELAIR FINEART
MONTE-CARLO



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