





Manu'a (Manoua): The heralding Bird of Happiness - Tahitian

I always feel the same pleasure in discovering, in elucidating, whether it about the universe or the smallest details of daily life. This raises in me, ever more strongly, the astonishment – sometimes the awe, sometimes the dizziness – of being alive, of waking, of being in full sunlight, of watching the moon rising in the night sky, of observing clusters of stars, so small in my eyes and so big in my knowledge.

— **Edgar Morin** "Connaissance, ignorance, mystère " - 2017



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AN EXPLORATION "VOYAGE" around the world

The idea was born during an unlikely meeting between a specialized nature documentary director (Ushuaia) between two shootings, a Vendee Globe skipper seeking new adventures and a renowned biologist travelling throughout the world from one congress to another.

Why not bring together such complementary talents and skills in an audacious project?

Nothing less than embarking around the World with researchers, filmmakers and sailors in search of the keys of Happiness....

Many a Expedition

- Organizing an exploration journey around the world, on a large sailingboat, for 5 years and more.
- Conducting unprecedented scientific research, based on a complex system approach and artificial intelligence, with the objective to understand what Happiness actually means in a large variety of situations.
- Producing amazing videos on the visited sites visited as well as documentaries on the different forms of Happiness encountered.
- Sharing the adventure with a large audience, via social media and a dedicated web TV, thanks to a daily interactive logbook.



- Franck Molina, scientific director
- Gilles Santantonio, producer director
- Kito de Pavant, skipper
- Jules Nyssen, legal director
- Francoise Velland, logistics
- Sophie Boutin, coordination

- Cecile Gutierrez, communication
- Partners and sponsors
- Researcher(s)
- Technical experts
- Students





THE TEAM Franck Molina

Franck will be in charge of organizing scientific missions, setting up the scientific committee, selecting projects and developing the scientific publications.

- Lives at Matelles (34)
- 3 children
- Director de Sys2diag (50 researchers)
 (CNRS / Alcediag)
- President of the European Diagnostic Cluster Alliance (EDCA)
- Director of Sysdiag (2007 / 2014)(CNRS / Bio-rad)
- Research supervisor at the CNRS
- PhD in sciences
- University of Cambridge

Franck Molina began his career as a professional hand-ball player. In parallel, he pursued a interdisplicinary university degree mixing physics, informatics, mathematics, biochemistry and clinical biology.

After completing his PhD at the University of Montpellier, he joined Parkes-Davies (Pfizer) in 1996 to work with the team of Pr. Sir Tom Blundell at the University of Cambridge (UK) on the development of new drugs.

He then joins the CNRS (French National Center for Scientific Research) in 1999 where he is awarded

with a bronze medal in 2004 for his research on synthetic biology.

Since 2007, he is the director of a public private laboratory dedicated to innovation for medical diagnosis called at first SysDiag and then Sys2Diag. He is the President of the European Diagnostic Cluster Alliance in Brussels (EDCA). His work has led to more than a hundred international publications and several patents. Last but not least he is the cofounder of three biotech start-ups.





Gilles Santantonio

Gilles will be in charge of producing and directing movies, including writing the scenarios, preparation of the shooting of the films, directing the technical team and the participants, recording sound and images on the ground, above the ground and under the sea. Also the post-production (editing, mix, calibration, writing of the commentary and of the music with composers, graphic animation, etc...), up to RTB (Ready To Broadcast).

- Lives in Montpellier (34)
- Married, one child
- Director of creative documentary movies for more than 30 years
- Photographer
- Professional ultralight aircraft pilot since 1980
- Professional diver class 2, grade B

Direction of more than 100 films. Many Awards in the entire world :

- "Dans la Nature" (in nature) with Stephane Peyron
- "USHUAIA magazine de l'extrême" (USHUAIA extreme magazine) with Nicolas Hulot
- "OPERATION OKAVANGO" with Nicolas Hulot
- "USHUAIA NATURE" with Nicolas Hulot.
- "PATAGONIE, Terra Incognita"

Photographer in collaboration with Frederique LOEW for 7 books including:

- "Chasseurs du ciel" (Sky hunters) (edition DE LA MARTINIERE)
- "30 ans d'expédition autour du monde" (30 years of expeditions around the world) (edition ROMAIN PAGES)

Author with Nicolas HULOT and Corto SANTANTONIO

 "ZOE, à la frontière du Monde" (ZOE, at the frontier of the World) (edition DE LA FLANDONNIERE)



THE TEAM Kito de Pavant

Kito will be in charge of the boat and its crew.

His role will be to ensure the availability of the boat on all spots of research and shooting, as well as the safety onboard.

He will send daily his logbook, anecdotes, pictures and videos of the trip... The maintenance and logistics of the boat as well as bunkering will be managed by the crew.

- 5 children
- Lives in Montferrier-sur-Lez (34)
- He is one of the few French skippers with high media visibility
- He sailed all the oceans of the World and has participated in the major ocean races
- He truly benefits from a positive image from the public and the media

Track record:

- 8 Solitaire du Figaro (winner in 2002, 3rd position in 2005).
- 5 Transat AG2R (winner in 2006).
- 8 Generali Solo (winner in 2006).
- 10 Transat Jacques Vabre (2nd in 2009 and 2013, 3rd in 2005).
- 4 Tour Voile (winner in 2003, 2nd in 2007).
- 3 Route du Rhum (3rd in 2014).
- 3 Vendée Globe (2008 / 2012 / 2016).
- 1 Barcelona World Race (2011).
- Cap Hornier.

But also, author of 3 books:

- "Le nom des voiliers" (Sailboats' names)
 Edisud
- "Le plus grand navigateur de tout l'étang" (The greatest navigator of the pond)
 Télémaque
- "La mer n'est pas assez grande" (The sea is not big enough) Privat



THE TEAM Jules Nyssen

Jules will be the coordinator of the project, in charge of legal and ethical aspects as well as international relations (embassies, authorizations, regulations, etc...)

RProfessional experience:

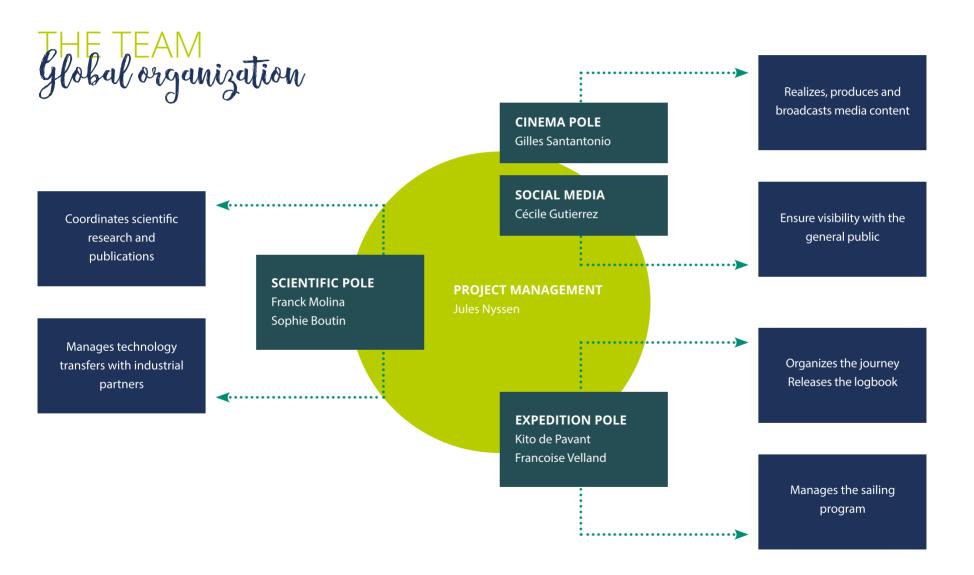
- Managing Director of "Association des Régions de France"
- Lawyer (currently not in exercise)
- Managing Director for the Nord Pas de Calais (Northern France) delegation of the CNFPT (French National Center for local public service) (2017)
- Managing Director of the architecture'office of Jean Nouvel (2015 / 16)
- Managing Director of the City Public Services of Montpellier (2008 / 14)

- Managing Director of the region Public Services of the PACA region (Southern France) (2004 / 08)
- Professor in economic sciences (University of Aix Marseille)
- Professor in economic sciences (University of St Etienne)

But also:

- Navigator
- Legal advisor of Sixteam for Vendee Globe race 2016 (K. de Pavant)







Share a scientific approach and explore a notion: The Happiness

- Take time and be sustainable
- Take into account the complexity of the "Happiness" system
- Understand the diversity of parameters
- Be careful to forget about certainties and beliefs
- Use unprecedented technological approaches
- Share an exploratory vision of happiness, a notion so close to us and yet so far

THE SCIENCITIFIC PROJECT Challenges

Societal challenges

Happiness is a controversial concept. It is pursued by many people. Yet it is also described as an alienation (Happycratie, E.Cabanas and E. Illouz, 2019). The UN World Happiness Report 2018 highlights how migrations are influenced by the way people view happiness, and how they compare what they experience somewhere with what they imagine elsewhere

Health challenges

The links between the perception of happiness and health are obvious. Studies using questionnaires to measure happiness (life satisfaction, wellbeing, etc.) began in the sixties and persist even today. Lately it has become possible to measure depression biologically. Similar molecular mechanisms seem to be involved in the feeling of happiness but are not yet understood. Will it be possible in the future to measure biologically happiness and its consequences?



Economic challenges

The objective measurement of happiness is the subject of passionate research in the world! Some are seeking to build an index of happiness among populations (National Well-Being Index NWI) that would replace GDP, that is today a major driving force for politics. But these indexes do not reflect the complexity and the diversity of happiness.





THE SCIENCITIFIC PROJECT Happiness is a "complex system"

Happiness is an ambitious research topic that has not been as much investigated as it deserves.

Up to now, scientific research on happiness has consisted in studying separately several aspects (biology, behavior, economy, sociology...).

Yet it is impossible to fully understand happiness by studying each aspect separately, locally and without taking into account interactions.

A comprehensive study requires an interdisciplinary scientific approach, based on the integration of a large number of measurements repeated in time, and of heterogenous parameters.

A complex system is composed of large variety of elements (cultural, biological, environmental, socio economical...}, that may go from molecules to societies... that require dedicated and of course diverse measurement scales, together with non-linear interactions between themselves, and major temporal dynamics.







THE SCIENCITIFIC PROJECT Overybody is talking about happiness but no one knows what it really is...

Scientific questions

- Can happiness be measured?
- Which parameters have the most influence on happiness?
- Are there more than one happiness?
- What are the interdependencies between the different elements of an ecosystem?
- Can happiness be transmitted from one generation to the next?
- Is happiness a driver for evolution and how so (biology)?

Scientific objectives

- Come up with a dynamic model for happiness.
- Propose a methodology to measure happiness in an objective way.
- Collect and share rich and heterogenous data at the individual and collective scales.
- Understand the interactions between the happiness of heterogenous populations (ecosystems, humans, animals, plants).

Technological objectives

- Miniaturize, simplify and automate a large number of measurements (microfluidics, measurement drones, micromachines etc.).
- Leverage artificial intelligence to process a large number of multi-scales data.

THE SCIENCITIFIC PROJECT An integrated and iterative wethod

Data management

- Set up of miniature robots for simplified measures (microfluidics)
- Identification and training of "Local Ambassadors"
- Sending data and samples (Manu'a database)
- Analysis in the Data Center
- Sharing the results

Individual measurements

For each mission, simplified measurements will be performed on at least 20 people and 20 terrestrial and/or marine mammals.

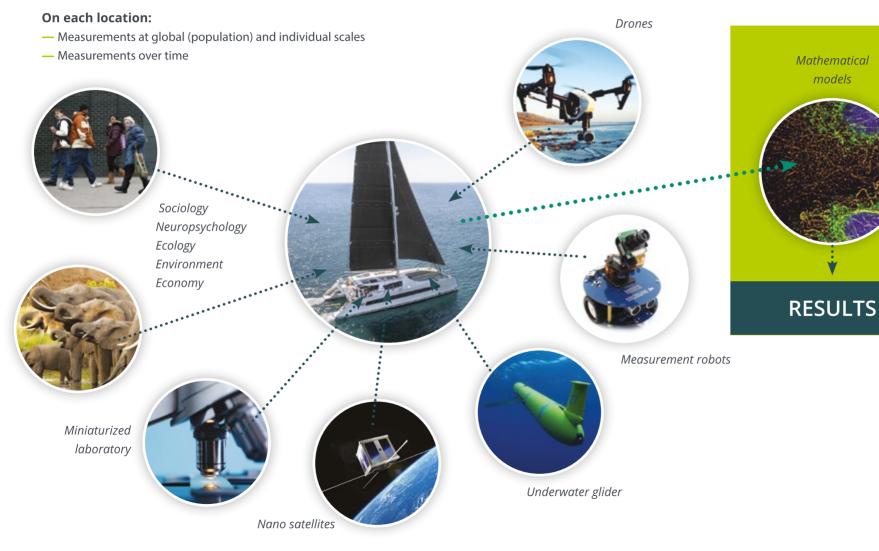
- Biological tests (without laboratory):
 - Simplified tests (saliva / urine / blood drop)
 - Molecular biomarkers (serotonine, noradrenaline), epigenetics (currently used in psychiatry)
 - Metabolic, microbiologic tests
- Questionnaires
- Interviews' logbook

Global measurements

- Samples' collection (air, fresh/sea water, drinking water and waste water) (INRA, IFREMER)
- Behavioral analysis on the field
- SHS parameters: history, ethnology, geography, local ecology (CNRS)
- Measurement of recent economic flows (ex. Venezuela)
- Follow-up and analysis of the latest social media flows (GAFA partnerships)

Mathematical models

THE SCIENCITIFIC PROJECT An integrated and iterative wethod



THE SCIENCITIFIC PROJECT Happiness on islands, a priority

- Islands, complex systems in full, but yet smaller and with minimum interconnections
- Differences on economical, social, ethnical (thus genetic), climatic, aspects,etc.
- Differences that can be observed in islands of the same region of the world
- The study «Islands» will be completed with similar measurements over all continents for full scale comparison

Advantages:

- Controlled complexity
- Important diversity
- Very large number of islands
- Easy to access with a sailing boat



THE SCIENCITIFIC PROJECT The organization

Specific projects will be conducted on each location, led by **teams invited** on board of **Manu'a**. These teams will manage individual and global systemic measurements. They will also have the possibility to add additional research topics specific to the location studied..

These projects:

- Will be **selected** by a multidisciplinary committee organized by Manu'a Expedition
- Will be related to a global **scientific project** and an **audiovisual script**
- Will have secured their own **financing**
- Will have the possibility to include their own equipment (they will have to respect Manu'a's specifications)
- Will share their results on the **Manu'a Data Base**



SHARE THE ADVENTURE

Communication





SHARE THE ADVENTURE Visibility

- Creation of a web TV
- A daily and interactive logbook
- Images and videos all along the way
- Production of movies destined to a large audience
- Scientific publications
- Production of books
- Teaching projects
- Writting of articles (texts & pictures) for magazines
- Organization of conferences
- Release (and protection) of an image bank

SHARE THE ADVENTURE Movies destined to a wide public

- Unusual and unexplored sites and living environments
- Gilles Santantonio's expertise acquired all along the USHUAIA project
- High-tech fully available onboard equipment
- Inspiring new stories to tell
- Short formats for the web
- Creative documentaries for TV and the cinema
- Content that can be broadcasted decades from now





SHARE THE ADVENTURE Social Media in the service of the project

- Recount the adventure on a day to day basis
- Launch a land-based unit to centralize information and organize broadcasting
- Create a web TV
- Share daily media content
- Organize continuous connections with the press (press releases)
- Manage relationships with the scientific world (publications)
- Organize and facilitate conferences
- Organize educational projects

SHARE THE ADVENTURE The audience

- Our partners' staff
- The scientific community
- Internet users motivated by travels, adventures and nature
- Students, all disciplines taken together
- Children (through pedagogical tools)
- The Media
- LThe general public
- International audience (French / English/ ...)





THE OPERATIONAL PLAN A 5-year Program





The Heart of the project

Why a sailing boat? This is ideal:

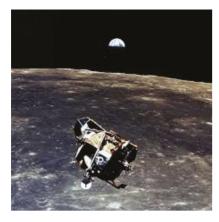
- To take the time to travel slowly everywhere (lagoons, rivers, ices, oceans,...)
- To host film crews and scientific teams
- To optimize logistics costs (material transport, housing, food,...)
- To reduce the ecological footprint of the project
- To discover locations that cannot be accessed with other means



The Heart of the project

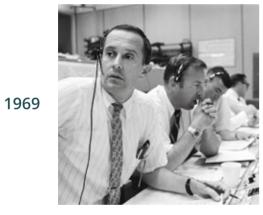
- Will be found on the second-hand market
- Base camp, lab and mobile design studio
- Comfortable enough to host about ten people
- Reasonably large (80') to limit constraints
- Simple, fast and robust
- Able to sail autonomously everywhere on Earth
- Shallow draught to be able to easily take shelter
- Fully equipped (audiovisual, scientific, exploration, diving, climbing, satellite connection, ...)





"HELLO HOUSTON? Happiness here!"





From the moon ... To happiness on Earth



2019





A coordination centre onshore

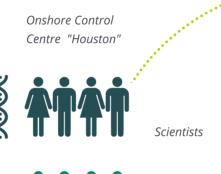
Houston will gather:

- The communication
- The scientific direction
- The artistic direction
- A conference room



Internet Facebook Twitter Books Movies Conferences



















THE PROGRAM *

2019-2020

- Financial and legal structuring
- Setting up the scientific project
- Selection of teams
- Acquisition/ Installation of the boat
- Call for scientific projects
- Creation of communication tools
- First expedition in the Mediterranean Sea (test)

2021

- Expedition to the Indian Ocean
- 1st reportages/ movie
- Yearly scientific conference

2022

- Expedition to the western Pacific Ocean
- Reportages/ Movies to be decided
- Yearly scientific conference

2023

- Expedition to the eastern Pacific/ Atlantic oceans
- Reportages/ Movies to be decided
- Yearly scientific conference

2024-2029

- Expeditions to be decided
- Reportage, movies to be decided
- Extension to terrestrial projects
- Yearly scientific conference

* To be adapted depending on the choice of expeditions and movies







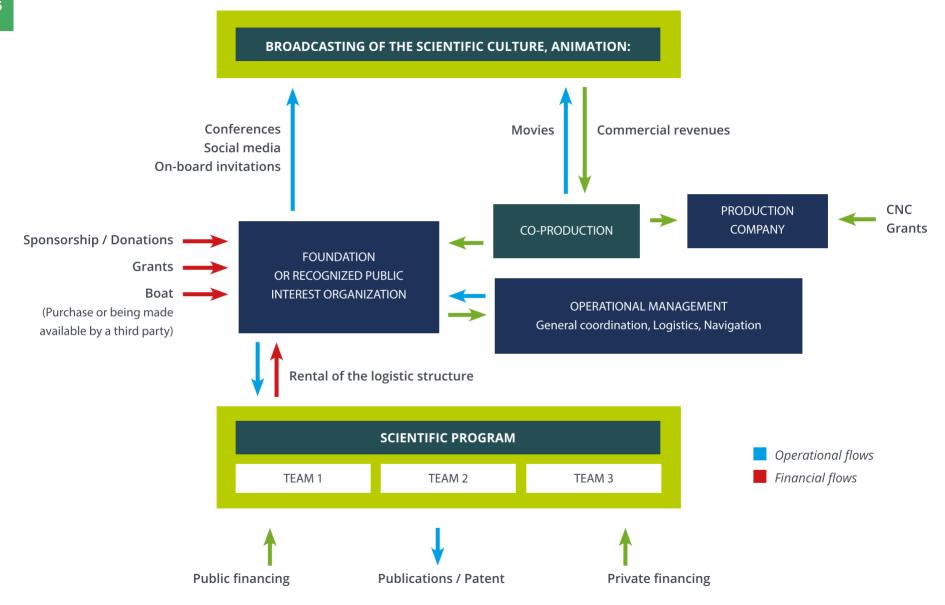
— Capex (boat + equipment)	400 K€
— Logistics + boat running costs	800 K€
— Onshore Coordination centre operating costs (Communication+ coordination)	300 K€
— Global scientific project running costs (Coordination + data management)	300 K€
— Film crew's running costs (one 52'/year)	300 K€
— Funding research (Commission's feess)	200 K€
— Contingencies	100 K€

TOTAL excl. taxes

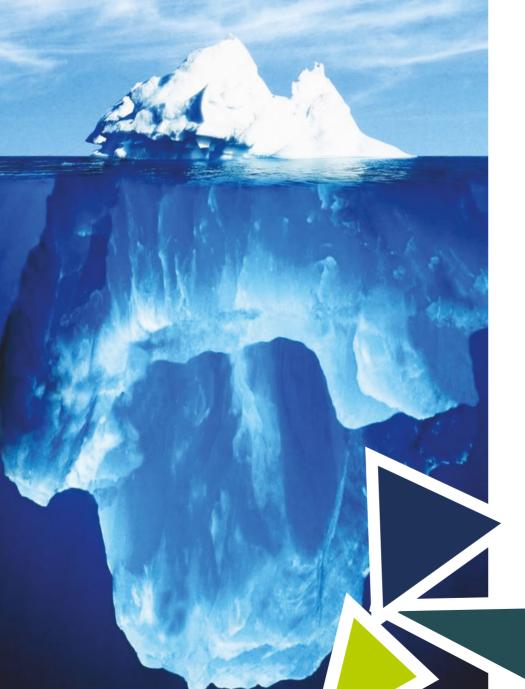
2 400 K€ / an *

^{*} During 5 years.

^{*} Excl. scientific project, financed by different means.







PARTNERSHIP OFFERS Sponsorship (companies and individual)

- Tax benefits (up to 66% tax credit)
- Your name in the movies' credits, publications, seminars and yearly conferences
- VIP invitation on board and on journey sites
- Invitation to all Manu'a events (naming of the ship, movie premieres, conferences, etc.)

PARTNERSHIP OFFERS Top sponsors

1 OOOK Euros excl. tax /year (3 years minimum)

- Your logo on the sails of the boat
- Your logo on the hull of the boat
- Your logo on the crew sportswear
- Your logo in the movie credits, all the publications, seminars and yearly conferences
- Your page on the project dedicated website
- Pictures free of right
- VIP invitation on board and on-journey sites
- Yearly conference in your own company

* Limited to the top 2 sponsors.





PARTNERSHIP OFFERS ponsors

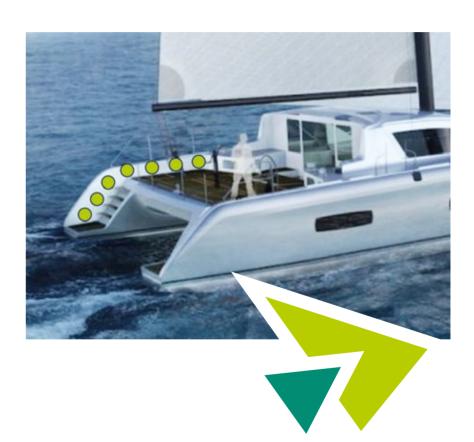
100 K Euros excl. tax /year

- Your logo on the staysail
- Your logo on the roof
- Your logo in the movie credits, all the publications, seminars and yearly conferences
- Your page on the project dedicated website
- Pictures free of right
- VIP invitation on board and on-journey sites

PARTNERSHIP OFFERS Technical partnership *

- Your logo on the rear part of the boat
- Priority access to of all the media materials (pictures, videos, logbook, etc)
- Your logo in the movie credits, all the publications, seminars and yearly conferences
- Your page on the project dedicated website
- Pictures free of right for internal use only
- Invitation to Manu'a events
- Highlight of your products on our communication tools

* Financial elements depending upon valuation





PARTNERSHIP OFFERS Media partnership *

- Your logo on the sailboat (to be defined)
- Priority access to of all the media materials (pictures, videos, logbook, etc)
- Your logo in the movie credits, all the publications, seminars and yearly conferences
- Your page on the project dedicated website
- Pictures free of right for internal use only
- Invitations to Manu'a events
- Receptions of your journalists on board

* Financial elements depending upon valuation

CONTACTS



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