

PRESS KIT

CHASING THE GREAT BLUE : THE PAPILLON SOURCE MEDITERRANEAN LABEL

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The Original butterfly

The butterfly is the symbol of rebirth and change. It is also the mascot of the Papillon Source project, a network of green and autonomous cities promoting scientific partnership and return to the roots.

The idea of this project grew in the mind of Paul Elvere DELSART in 2012 when he, aware of our era's multiple challenges, decided to make a significant contribution by provoking change and disturbing the status quo.

This is the birth story of the Papillon Source project. Its objective is to offer sustainable cities of innovation, partnership and sharing between people.

Open to every world citizen, the Papillon Source sustainable cities will reunite today's actors for a better tomorrow on all five continents.

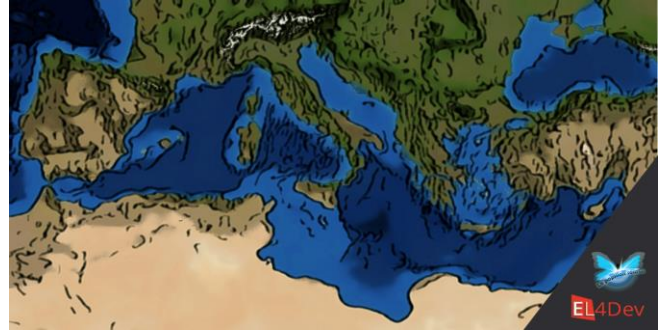
Depending on the different geographic implantations, the project will count multiple labels dedicated to the cities occupying them. The very first label created is the Méditerranée label, with the first two host countries being France and Morocco.



The Mediterranean Butterfly

As one can guess by its name, the Papillon Source Méditerranée label covers all the regions neighboring this sea, from Gibraltar's Strait to the farther lands of Greece and Lebanon. It will also cover the countries of the Sahel, the horn of Africa, and the Middle East.

The Mediterranean Sea is an essential element of our common history. It is the witness of great civilizations and some of humanity's biggest discoveries. It is therefore not surprising that we chose this region to develop the first pilot cities for the Papillon Source project, knowing its intellectual and cultural heritage.



The Méditerranée label is first translated as a partnership between France and Morocco. The primary goals of this label are the pacification of the mediterranean space, and its transformation into a prototype area of ethical and sustainable development.

Why choosing France and Morocco ?

The two countries are champions of scientific and diplomatic collaboration within the region. France is the promoting country of the Papillon Source and its umbrella program EL4DEV.



Regarding Morocco, the country is a strategic key actor that successfully managed to obtain economic and diplomatic power in the Mediterranean basin.

The contact established in late 2017 between Mr DELSART and the office of His Majesty Mohammed VI clearly shows the kingdom's will to be an actor of change

West bound on the french side

As the promoting country of the Papillon Source, France will host several infrastructures of the Papillon Méditerranée label, as well as its headquarters. The centers will be developed on the country's west coast, in the departments of Gironde and Landes.

Cultural Center

France will host a research and engineering development center. It will be pluridisciplinary and cover domains such as chemistry, energy, or sustainable infrastructures. Keeping a spirit of partnership, the center will also host international scientific exhibits. The goal will be to reunite researchers, scholars and alter globalization enthusiasts from all over the world.

A societal projects nursery

All environmental, agricultural, climatic or alter globalization projects will be welcomed there. The goal here is to federate talents from all over the planet and to make their ideas realities.

A spacious video recording studio

The studio will broadcast educative programs of an alternative and positive web TV, that will be accessible in several languages. Programs will have an international reach and will be entirely produced by French residents, in order to boost employment and creativity of media professionals.



Morocco : Atlas' glorious cities

A network of agricultural-climatic cities

They will be 20 in total uniformly implanted on the Moroccan territory, including 5 in the Sahara. Among them, one will be a mother-city of 1200 hectares and 19 will be satellite cities of minimum 500 hectares each.

Climatically responsible and champions of agricultural production, these cities will be food banks and will constitute a precious scientific and material aid for local populations.



Tourism will not be the least

Morocco will also host an agricultural-climatic mother-city with a touristic vocation. Located near Tamansourt, Marrakech, it will be well integrated in the local aesthetics thanks to its architecture and local activities.

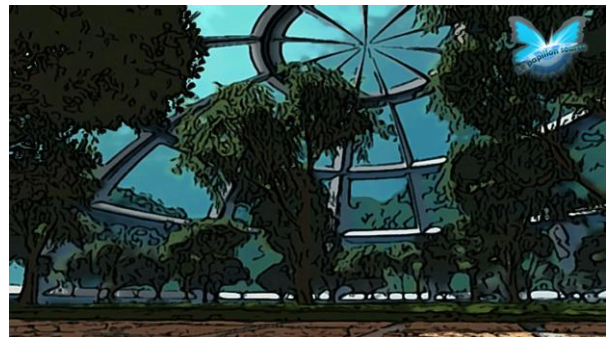
A locally produced mint tea is great. But it is even better if sipped on an eco-dome rooftop with a sunset view on the dunes..



An alter globalization theme park

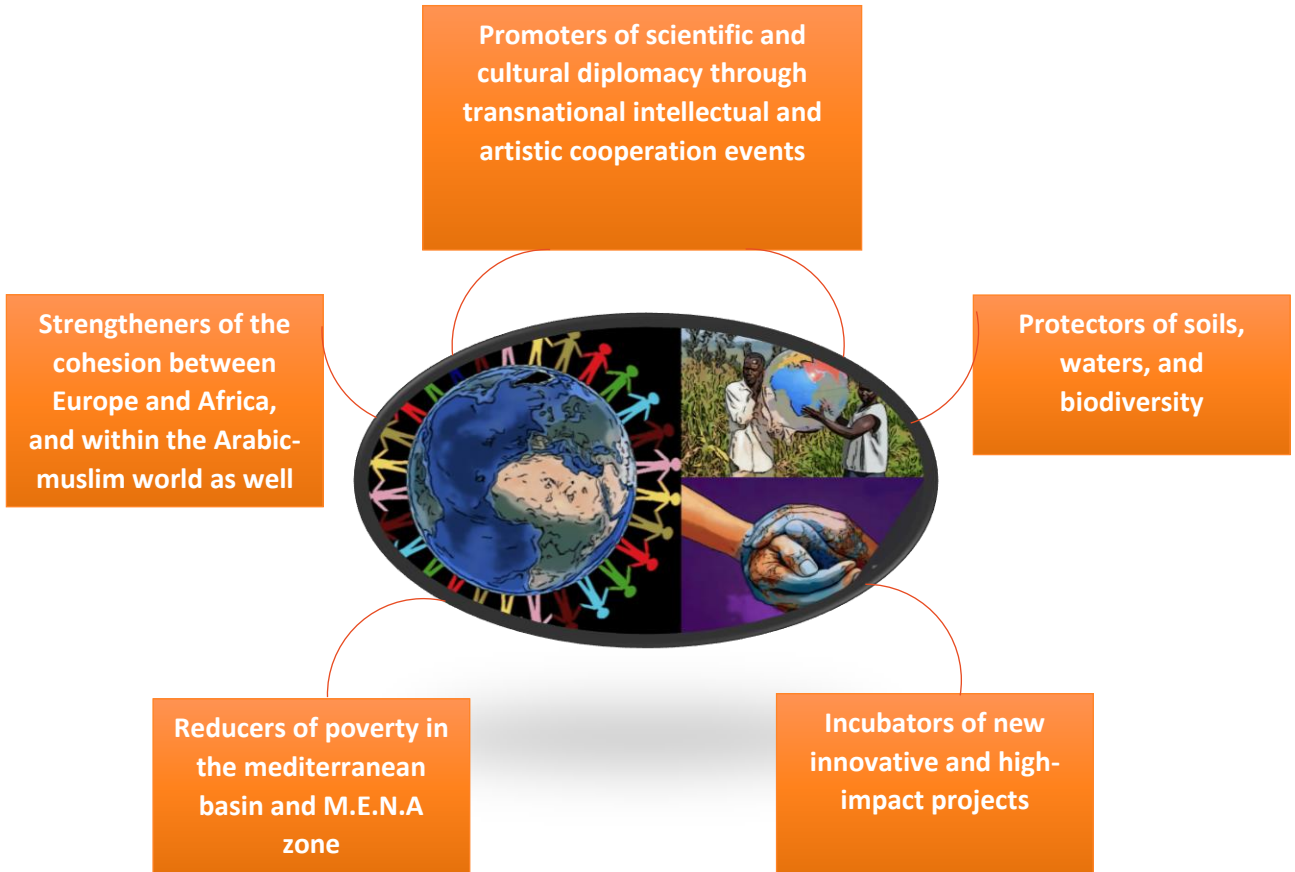
When one talks about theme parks we automatically think about big names like Disneyland. But the theme park developed in Morocco will be quite different in terms of services, design, management, and environmental impact.

It will be accessible by both children and adults, and in several languages.



To infinity and beyond

The Papillon Méditerranée cities are...



A NEW LIFESTYLE

The next step



Rich in history and culture, the Mediterranean region is a true niche of diversity gifted with potential that has yet to be explored.

Morocco and France are two countries among many that would make great hosts for the Papillon Méditerranée cities. What we promise for now is a unified French nation and Moroccan kingdom that will be both recognized as models of positive change.

By becoming a member of the Papillon Méditerranée label, you will be a driving force of real mutual aid and collaboration and between other European and sub-Saharan African countries.

Mediterranean countries, join the movement and let's write together the new pages of our history !



Join the movement !

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