



From l'Aurore to La Fraternité - Coque Nomade

LA COQUE NOMADE *Fraternité*



Organisation
des Nations Unies
pour l'éducation
la science et la culture



Project supported by la
Route de l'esclave

La Fraternité - COQUE NOMADE
TRAVELING INTERPRETATION CENTER

Rising to the challenge together



CONTENTS

- 1 - « La Fraternité - Coque Nomade, centre d'interprétation »
a humanistic and educational project
- 2 - Construction status
- 3 - Project milestones
- 4 - Illustration
- 5 - Why become a sponsor of
« La Fraternité - Coque Nomade » ?
- 6 - Tax benefits and compensations
- 7 - Four sponsorship options
- 8 - Communication media
- 9 - The association at a glance
- 10 - Estimated budget
- 11 - Contact





1 - «LA FRATERNITÉ - COQUE NOMADE, INTERPRETATION CENTER» A HUMANISTIC AND EDUCATIONAL PROJECT

The "La Fraternité - Coque Nomade, interpretation center" project is A FABULOUS HUMAN ADVENTURE through time and space.

Learning lessons from a dark past to paint a bright future. In the 16th century, as the main French slave port, Nantes experienced unprecedented development thanks to the triangular trade which only ended in the second half of the 19th century.

Loaded with manufactured goods, the slave ships trade their cargo for men and women on the west coast of Africa. One of these ships, the "l'Aurore", starting from 1784, carried up to 650 slaves during each of its expeditions between the Old and New Worlds.

"La Coque Nomade - Fraternité", an associative structure of an educational, historical and cultural nature, aims to create an exact replica of this ship, under the name of "La Fraternité Coque Nomade - Fraternité", a traveling interpretation center, which will organize a set of actions designed to promote the fight against all forms of modern discriminations.



THE THREE AXES OF THE PROJECT

1 The Fraternité Pavilion Resource Center, made of restructured and furnished maritime containers, located at cale N°2 (Ile de Nantes, Nantes, France), welcomes visitors, especially students from middle and high schools.



2 Construction of the "La Fraternité - Coque Nomade" by marine carpenters combining their ancestral techniques with the modularity of eight containers.

Around the construction site, installed at cale N°1 at Ile de Nantes, the general public will be able to discover the different types of professions involved in the construction of this ship. Indeed, mini workshops will show these specific professions such as: blacksmith, marine carpenter, sail maker, rigging, etc.



3 Organization of an annual program of educational journeys aboard the "La Fraternité - Coque Nomade, center interpretation" ship and stopovers at the invitation of major cities in France, Europe and internationally, of associations and foundations committed to the memory and the fight against all forms of slavery.

AN INTERNATIONAL INITIATIVE

Carried out by all, descendants of slaves, planters or slave traders, inhabitants of Nantes and elsewhere, the memory of slavery has nevertheless long been hidden as an embarrassing family secret. However, the City of Nantes decided to commemorate this period by laying the first stone for the construction of its Memorial to the abolition of slavery. "La Fraternité - Coque Nomade" is part of a logic of continuity and complementarity with the various actions carried out in favor of the fight against discrimination.

The stakes are very high: to convey a universal message of tolerance and solidarity based on objective knowledge of the past aimed at the younger generations to allow them, thanks to this work of memory, to enhance History and to build a common future from the awareness of the richness offered by the diversity of cultures.

To become an open history book that will reach the shores of five continents as a traveling cultural platform, "La Fraternité Coque Nomade" must raise funds for its construction. Therefore, to meet this objective and reach the greatest number of people, the use of social media will be essential.

A SOLID PROJECT WITH PRESTIGIOUS PARTNERS

"La Coque Nomade Fraternité" was attributed the Unesco label as part of its "la route de l'esclave" program, other institutional or private, local or international structures have expressed their support for the project: "La Fraternité – Coque Nomade". Therefore, the National Committee for the Memory and History of Slavery, the Ministry in charge of the Overseas territories, the DILCRAH and Columbia University in New York wished to make their contribution.

The City of Nantes is already involved in the financial implementation of the technical studies and the construction of the first phase. The city is supporting the project because *"it must be a project for the entire Nation and certainly take on a European and international dimension to guarantee its success,"* stated Jean-Marc Ayrault, Former Prime Minister.

Private companies and associations are already supporting this initiative: the Maison des Hommes et des Techniques de Nantes, the Bourdaud Bois Mécénat wood logistics company, Box Innov (containers), Hotel Belfort, NGO Première URGENCE.

Personalities from all over the world have agreed to sponsor the "La Fraternité Coque Nomade" project. They are: Irène Frain (*writer*), Francois Bourgeon (*screenwriter and comic book author*), Patrick Chamoiseau (*writer*), Marie-José Alie (*director of the Diversity Committee at France Televisions and journalist at France Ô*), Marcus Miller (*composer-bassist*), Robert Fullilove (*Vice Dean of the Department of Social Sciences at Columbia University, New York*) and Jean Boudriot (*architect, specialist in 17th and 18th century naval architecture and author of the monograph of the "L'Aurore"*).

The technical specifications for the construction of a historic vessel (non-navigable) meeting safety standards received the approval of the safety commission on April 24, 2014.

"La Fraternité Coque Nomade" also relies on the expertise of naval architects, maritime engineers, historians, researchers, scientific and educational experts and a legal and financial supervisory board.

Beyond a simple support to the message of tolerance and openness, the technical and economic feasibility studies carried out as well as the quality of the players mobilized motivated the partners' decision.



2 - CONSTRUCTION STATUS

Arrival of containers



Arrival of containers



Frames & Borders hull assembly



Construction of the 1st phase from 2018 to 2019 in Noirmoutier, France



Arrival of wood



Laying the floors



First templates



Technical meetings



DELIVERY of the 1st container Cale 2, Ile de Nantes, France - April 2019



3 - PROJECT MILESTONES

2019

Arrangement of
containers 1 and 2
Marble study

2020

Manufacture of the marble
support of the structure
Delivery of container 2
Manufacture of containers
3 and 4

2021

Manufacture of the prow of the bow figure
Manufacture of containers 5 to 8 which
form R+1
Laying of containers 5 to 8 and the prow

2023

Continuation of rig manufacture
Finishing of the manufacture and
installation of the hull panels
Installation of the upper deck

2019

2020

2021

2022

2023

2024

April 5, 2019

Delivery of container 1

2022

Staircase and elevator installation
Start of the manufacture and
installation of the hull panels
Manufacture of the stern with the
painting and its decorations

2024

Arrangement of the internal
spaces of the ship
Setting up of the museography
End of rig manufacture and installation
Electricity, security finalization

4 - ILLUSTRATION

Travel deck

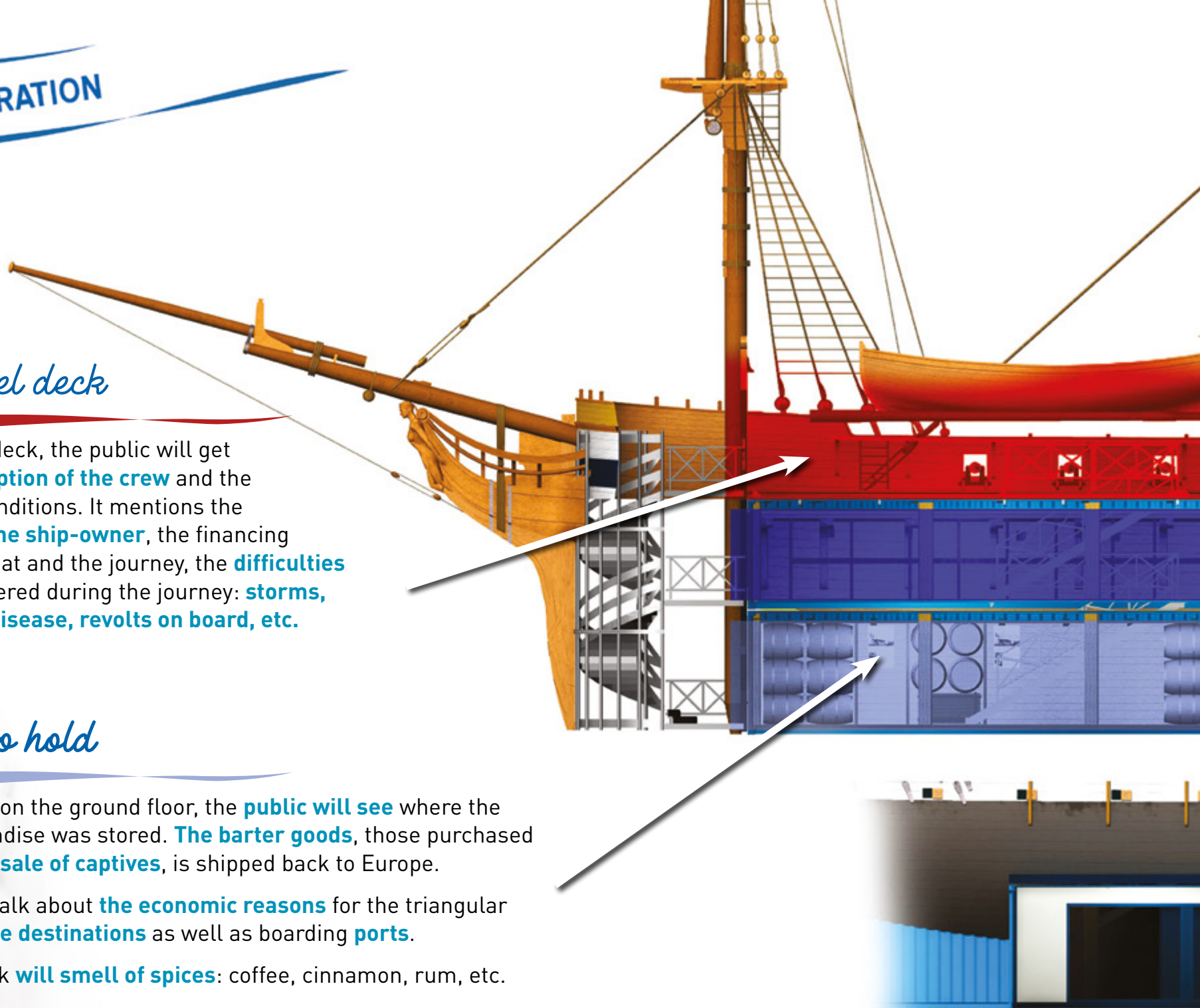
On this deck, the public will get a **description of the crew** and the living conditions. It mentions the **role of the ship-owner**, the financing of the boat and the journey, the **difficulties** encountered during the journey: **storms, piracy, disease, revolts on board, etc.**

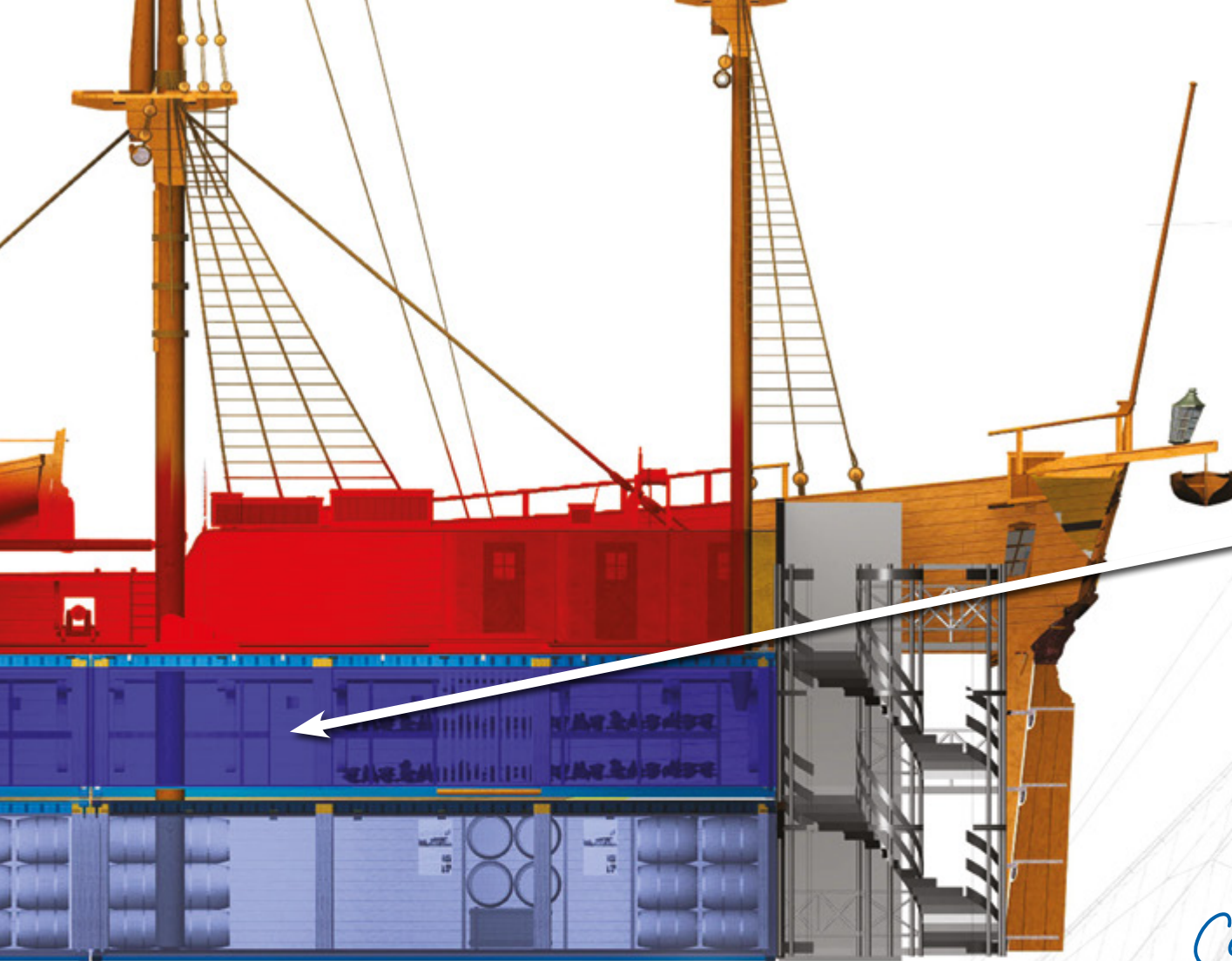
Cargo hold

Located on the ground floor, the **public will see** where the merchandise was stored. **The barter goods**, those purchased with the **sale of captives**, is shipped back to Europe.

We will talk about **the economic reasons** for the triangular trade, **the destinations** as well as boarding **ports**.

This deck **will smell of spices**: coffee, cinnamon, rum, etc.





Captive Deck

The public will discover **the living conditions of the captives** during the entire journey. **The space will have sounds.**

You will hear singing, moaning, the sound of the sea. At the bottom of the space, a film is projected showing how many **captives were crammed** into this small space.



Containers

These containers will be spaces **dedicated** to **modern** slavery, **racisms, discrimination**, etc.

Interactive spaces allowing a discussion based on perspective and the link between **slavery of the past** and **present-day slavery**, etc.

5 - WHY BECOME A SPONSOR OF THE "LA FRATERNITÉ - COQUE NOMADE" ASSOCIATION?

- To enhance the image of the company through a humanistic project.
- To embrace the values of equal opportunities, freedom, tolerance, fraternity between peoples, respect for human rights, non-discrimination, the right to cultural diversity, social and professional integration, education, preservation of maritime heritage, fight against exclusion and modern slavery.
- To mark the company's commitment to a regional territory and to participate in its economic and cultural appeal.
- To benefit from the media coverage of a project with a regional, national and international dimension.
- To develop the company's international image and forge economic links with international partners.
- To be associated with a strong, dynamic, humanistic and educational image of a project geared towards future generations.
- To participate in a long-term project which aims to become firmly rooted in local economic and social life.
- To benefit from the compensations detailed below.
- To tax-exempt the sponsorship action under the law of August 1, 2003.
- To join the network of public and private partners of the "La Fraternité - Coque Nomade" association.

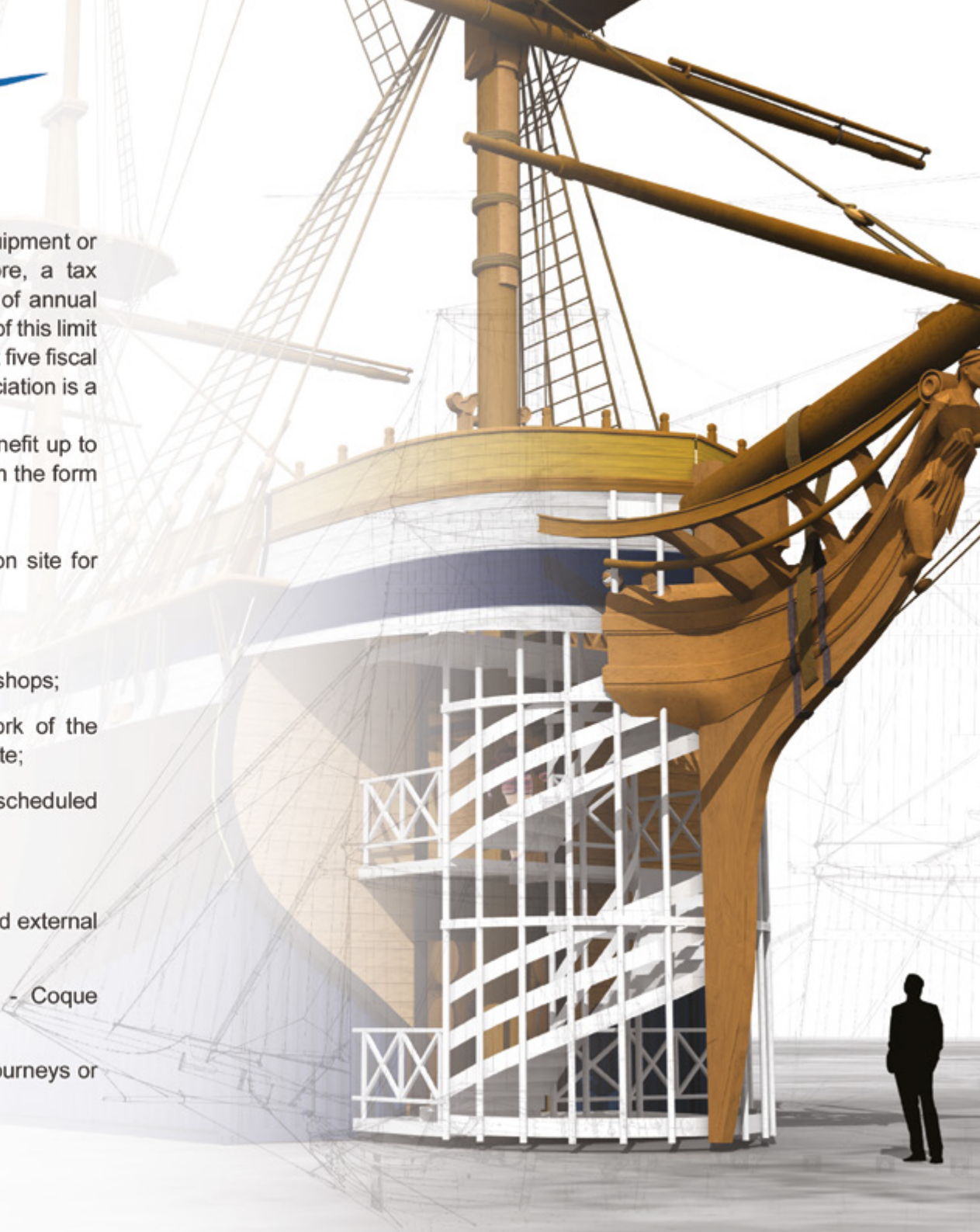


6 - TAX BENEFITS AND COMPENSATIONS

Whatever the nature of your contribution (financial, in terms of equipment or skills), tax benefits will be provided for your company. Therefore, a tax reduction of 60% of the amount allocated within the limit of 0.5% of annual revenues or turnovers excluding tax with the possibility, in the event of this limit being exceeded, to carry over the excess tax reduction over the next five fiscal years, is granted by law. The "La Coque Nomade - Fraternité" association is a structure of general interest and as such can issue a tax receipt.

The "La Coque Nomade - Fraternité" association undertakes to benefit up to 25% of the amount of the contribution of the sponsoring company in the form of compensations such as:

- Invitations to visit the "La Fraternité - Coque Nomade" production site for your customers, suppliers or employees;
- Invitations to certain events related to the project;
- Participation of your staff's children in the educational space workshops;
- Visibility of the company on various media within the framework of the communication plan and the "La Coque Nomade - Fraternité" website;
- Providing a space dedicated to presenting your company during scheduled general public events;
- Free admission to events related to the project;
- Authorizing the use of the representation of the Ship in internal and external communication of the company;
- Being able to purchase products derived from "La Fraternité - Coque Nomade" at a preferential rate;
- Invitations to participate in the "La Fraternité - Coque Nomade" journeys or stopovers.



7 - FOUR SPONSORSHIP OPTIONS

The following four options are offered simply for information purposes. Project support can give rise to compensation offers adapted to each company or each structure in response to its expectations and needs.

Option 1

The gold ribbon: €100,000 over 3 years

Tax reduction = €60,000

Company's logo on all communication media

A banner on the "La Coque Nomade - Fraternité" website

Invitation to press conferences

Presentation of the company in the press kits

Invitation quotas to events organized within the framework of the project

Invitation quotas to the construction site and the educational space

Option 2

The silver ribbon: €50,000 over 3 years

Tax reduction = €30,000

Company's logo on all communication media

Invitation to press conferences

Company's quote in the press kits

Invitation quotas to events

Invitation quotas to the construction site and the educational space

Option 3

The bronze ribbon: €10,000 over 3 years

Tax reduction = €6000

Company's logo on the communication media

Invitation to press conferences

Company's quote in the press kits

Invitation quotas to events

Invitation quotas to the construction site and the educational space

Option 4

Participation in the subscription: €5,000 over 3 years

Tax reduction = €3000

Company's logo on the communication media

Invitation to press conference to announce the subscription

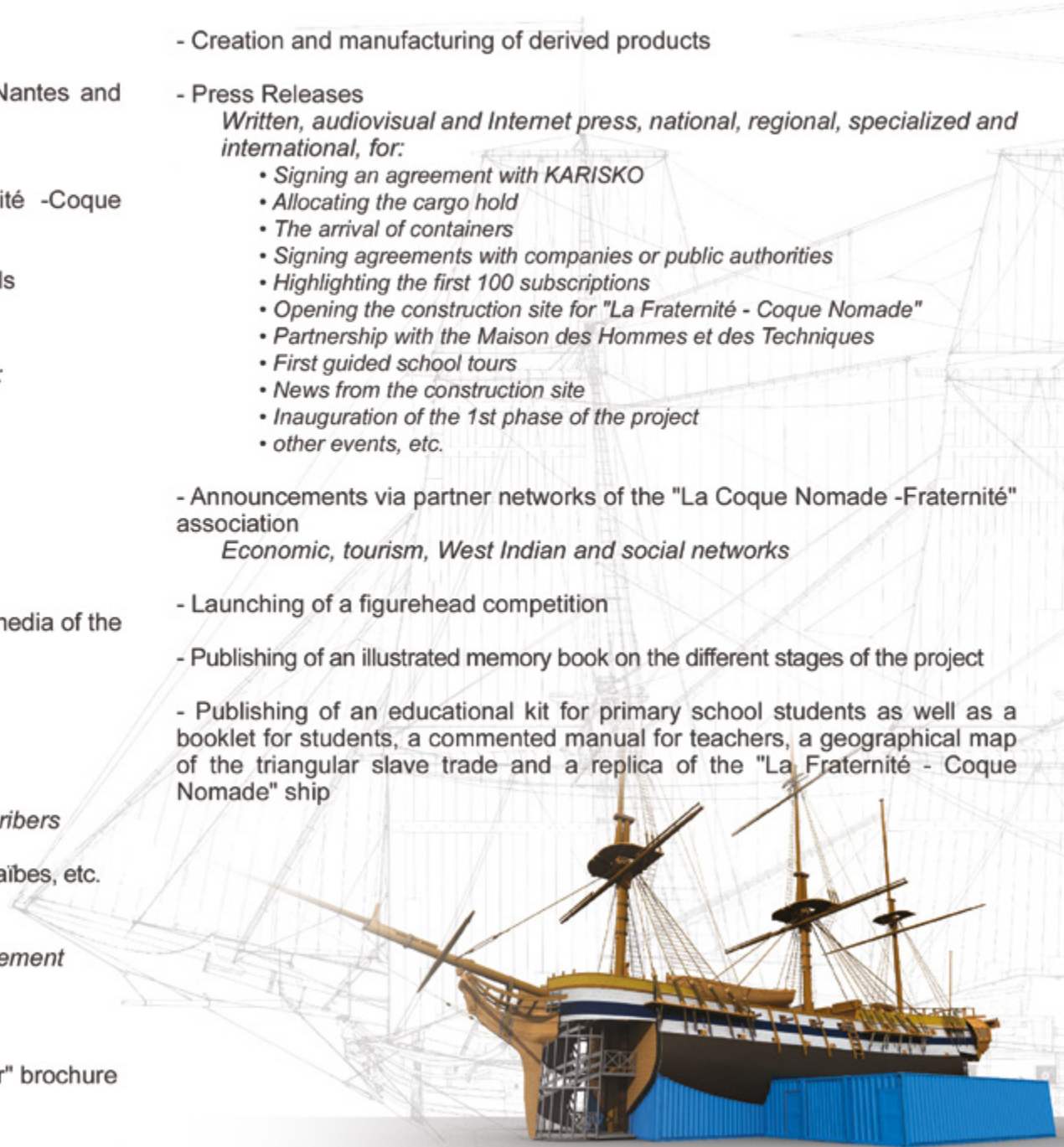
Company's quote in the press kits and press releases concerning the subscription

Invitation quotas to events

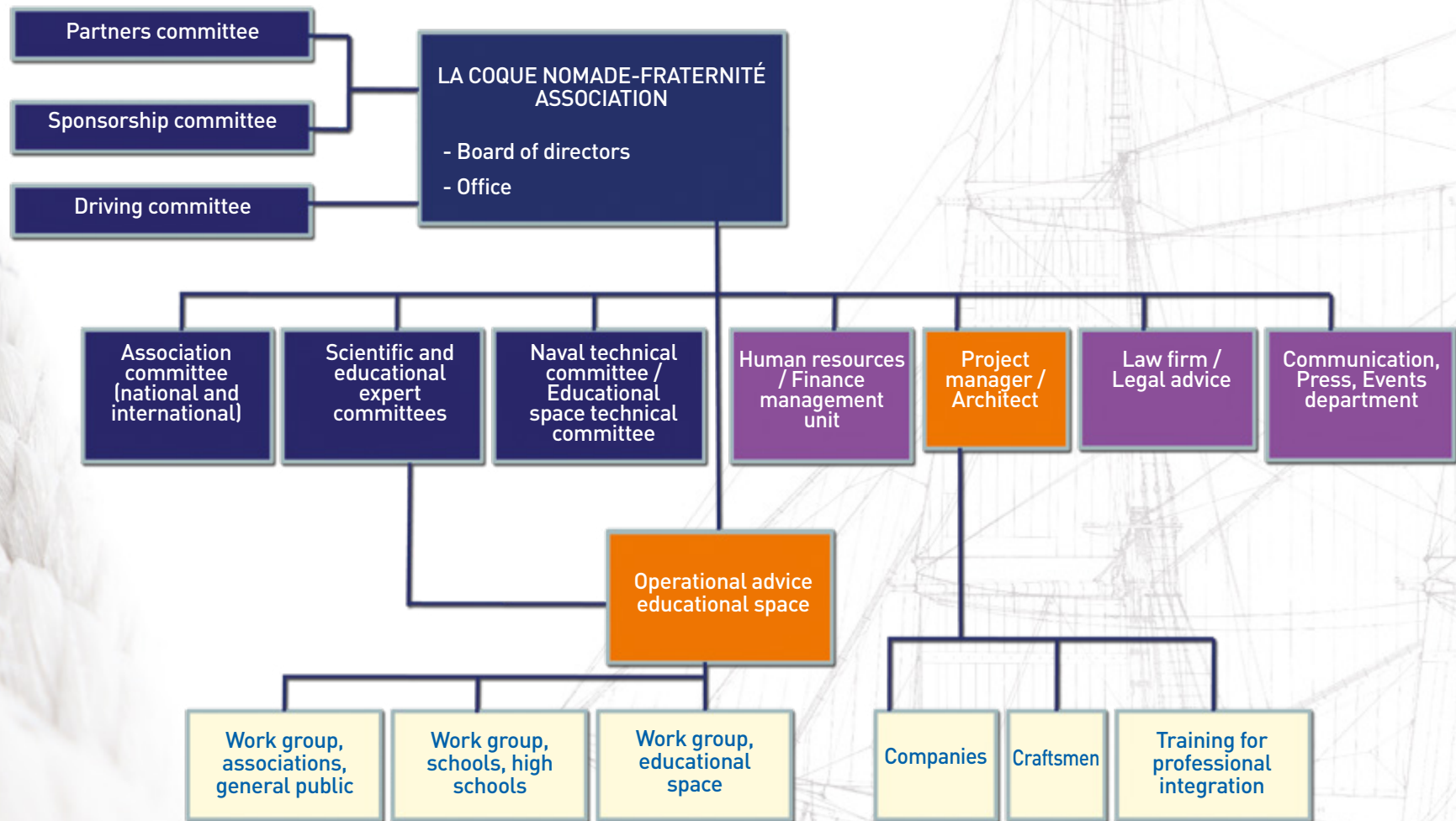
Invitation quotas to the construction site and the educational space

8 - COMMUNICATION MEDIA

- Printing of posters and flyers
- Distribution of posters and flyers on a business network in Nantes and its suburbs
(250 or 500 businesses in Nantes)
- Creation of a brochure (4 pages) presenting "La Fraternité -Coque Nomade"
- Distribution of brochures to schools, junior high and high schools
Nantes and its suburbs, Pays de La Loire Region
Broadcasting business networks, City
Regional and General Councils in the following departments:
44, 85, 49, 53, 72
- Creation of an annual program of events
- Media Broadcasting
On-site self-service broadcasting
Broadcasting in public places
- Announcement of the opening of the educational space on the media of the City of Nantes: plasma screens in the City of Nantes:
illuminated panels in the City of Nantes
banners in the City of Nantes
Nantes Passion and City website
- Periodic Newsletter
Media distribution, associations, institutions, partners, subscribers
- Partnership with Ouest France, Radio Bleu Océan, FIP, Radio Caraïbes, etc.
- Press conferences:
Signing of the Maison des Hommes et des Techniques agreement
Allocation of cale N° 1
Launching of the work on the construction site, etc.
- Creation, production and distribution of a "Subscription voucher" brochure
- Creation and manufacturing of derived products
- Press Releases
Written, audiovisual and Internet press, national, regional, specialized and international, for:
 - Signing an agreement with KARISKO
 - Allocating the cargo hold
 - The arrival of containers
 - Signing agreements with companies or public authorities
 - Highlighting the first 100 subscriptions
 - Opening the construction site for "La Fraternité - Coque Nomade"
 - Partnership with the Maison des Hommes et des Techniques
 - First guided school tours
 - News from the construction site
 - Inauguration of the 1st phase of the project
 - other events, etc.
- Announcements via partner networks of the "La Coque Nomade -Fraternité" association
Economic, tourism, West Indian and social networks
- Launching of a figurehead competition
- Publishing of an illustrated memory book on the different stages of the project
- Publishing of an educational kit for primary school students as well as a booklet for students, a commented manual for teachers, a geographical map of the triangular slave trade and a replica of the "La Fraternité - Coque Nomade" ship



9 - THE ASSOCIATION AT A GLANCE



10 - ESTIMATED BUDGET FOR THE CONSTRUCTION OF THE «LA COQUE NOMADE - FRATERNITE»

CONSTRUCTION BUDGET

<i>Study and manufacturing follow-up</i>	165 000 €
<i>Hull</i>	1 160 000 €
<i>Container découpage</i>	350 000 €
<i>Museography (design and manufacture), Scenography</i>	450 000 €
<i>Investment in construction equipment</i>	52 000 €
<i>Exterior design of the container</i>	750 000 €
<i>Marble manufacturing</i>	65 000 €
<i>Electricity</i>	350 000 €
<i>Rigging and accessories</i>	127 550,64 €
<i>Masts</i>	355 530,63 €
<i>Sails</i>	109 300 €
<i>Hardware elements</i>	610 339,50 €
<i>Moving in</i>	612 785,93 €
<i>Labor and travel</i>	48 101,18 €

TOTAL INCL. VAT: 6 246 729,46 €

OPERATING BUDGET over 3 years

Total revenue :	€45K
<i>Voluntary visitor subscription (10,000 visitors per year at €4 on average)</i>	€40K
<i>Donations</i>	€5K
Total expenses :	€45K
<i>Salaries and operating expenses</i>	€45K

DISTRIBUTION OF CONSTRUCTION FINANCING AS AN INDICATION

Funding in progress	
<i>Public funding</i>	33%
<i>Sponsorship</i>	33%
<i>Social networks and donations</i>	33%

11 - CONTACT

The "La Fraternité - Coque Nomade" project is also presented on:
<https://spark.adobe.com/page/D8QRW7fFGVQjA>

For more information, the "La Coque Nomade - Fraternité" association is
available to answer all your questions.
contact@coquenomade-fraternite.com
+33 9 54 88 62 80 / +33 6 22 52 65 07

