

lumieresurgaia.com

A website that covers politics, health, and spirituality that regularly publishes false information and conspiracy theories, including false claims about the 2020 coronavirus outbreak.



Proceed with caution: This website severely violates basic standards of credibility and transparency.

Score: 7.5/100

Ownership and Financing

LumiereSurGaia.com states on a page called "How was LumiereSurGaia.com born?" that it is owned by the company USA Invest LLC. The company is based in Las Vegas and registered under the name of Laurent Gouyneau, according to Nevada business records.

Laurent Gouyneau, who goes by the name Laurent Freeman, told NewsGuard that he founded and manages the site.

The site generates revenue from advertising, sponsored content, and donations. The website also links to books to buy on Amazon. In early 2020, the website also sold tickets to 5-day trips in the south of France, saying on a page describing the trip, "The goal of this gathering is physical contact with our stellar family."

In January 2019, Gouyneau also created a GoFundMe campaign to help finance his work for the website, and his professional travels. As of March 2020, he had raised 8,587 euros.

- ✗ Does not repeatedly publish false content (22 points)
- ✗ Gathers and presents information responsibly (18)
- ✗ Regularly corrects or clarifies errors (12.5)
- ✗ Handles the difference between news and opinion responsibly (12.5)
- ✗ Avoids deceptive headlines (10)
- ✓ Website discloses ownership and financing (7.5)
- ✗ Clearly labels advertising (7.5)
- ✗ Reveals who's in charge, including any possible conflicts of interest (5)
- ✗ The site provides names of content creators, along with either contact or biographical information (5)

Content

Lumière sur Gaia, which means "Light on Gaia" in French, publishes a variety of content, ranging from international news to stories about the environment, health, and spirituality. The site was previously called Stop Mensonges ("Stop Lies" in French) and focused heavily on political conspiracy theories, before it changed its name to Lumière sur Gaia in 2019. (Gaia is the goddess of the Earth in Greek mythology).

The website describes itself on the "How Was Lumiere Sur Gaia born?" page as "one of the most important francophone databases on the research of the truth."

Criteria are listed in order of importance.

[More information.](#)

Content is divided into categories including Ancient Civilisations (“Anciennes Civilisations”), Spirituality and Awakening (Spiritualité et Réveil), World News (Actualités du monde), and Environment & Ecology (Environnement & Ecologie).

The site regularly publishes stories by conspiracy theorists who promote stories about political corruption and aliens. It also hosts videos from the French comedian Dieudonné, who has made controversial antisemitic statements in the past, and articles by Benjamin Fulford, a Canadian writer who says on his personal website that he writes about “the ongoing secret war for control of Planet Earth.”

Gouyneau regularly posts his own YouTube videos on the site, which usually cover politics or spiritual topics. Lumière sur Gaia also focuses heavily on topics such as environmental sustainability, science, health and mysticism.

Typical headlines include “The benefits of CBD — the legal version of Cannabis in France” (“Les bienfaits du CBD – la version légale en France du Cannabis”), “Extraordinary stories on Tibetan Buddhism” (“Histoires extraordinaires du bouddhisme tibétain”) and “Large anti-China campaign after secret talks fail” (“Vaste campagne anti-Chine après l’échec des pourparlers secrets”).

Credibility

Lumière sur Gaia regularly promotes debunked conspiracy theories and unsubstantiated claims. Articles are often republished from sources such as Fulford’s personal website, and news sites that NewsGuard has found to have repeatedly published false content, such as U.S. financial blog Zero Hedge and right-wing news site InfoWars.

The website has published false claims about the Wuhan coronavirus outbreak in 2020.

For example, in February 2020, the site published an article by Fulford titled “Israel commits suicide by declaring war on China” (“Israël commet un suicide en déclarant la guerre à la Chine”). The article claimed that the coronavirus outbreak was a “bioweapon attack

on China" and that Indian scientists found "HIV viruses artificially inserted into the new coronavirus infecting China." ("attaque contre la Chine par des armes biologiques" -- "des virus VIH artificiellement insérés dans le nouveau coronavirus infectant la Chine").

Fulford, citing what he called "Freemason sources," also claimed that Israeli Prime Minister Benjamin Netanyahu was behind the coronavirus "attack" in an "attempt to start World War III and kill off 90% of humanity."

There is no evidence backing the claim that the virus was developed as a biological weapon, or that Netanyahu has any involvement. A February 2020 study published in Nature found that the virus is "96% identical at the whole-genome level to a bat coronavirus."

The claim that scientists linked the coronavirus to the human immunodeficiency virus (HIV) is also false. This claim was attributed to a study posted on the website bioRxiv, which publishes scientific studies before they have undergone peer review. According to a February 2020 article on the fact-checking website HealthFeedback.org, the study's finding that there is a similarity between the Wuhan coronavirus and human immunodeficiency virus (HIV) "was detected using extremely short protein sequences, a practice that often gives rise to false positive results," noting that those same sequences are found in many other organisms.

The authors of the study withdrew it from bioRxiv just two days after it was published.

In January 2020, the site also republished an InfoWars story titled "Bill and Melinda Gates Foundation & others predicted up to 65 million deaths via coronavirus – in simulation ran 3 months ago!" ("La Fondation Bill et Mélinda Gates et d'autres ont prédit jusqu'à 65 millions de décès par le Coronavirus en simulation il y à Trois mois"), which claimed that "the Bill and Melinda Gates Foundation co-hosted a pandemic exercise in late 2019 that simulated a global coronavirus outbreak." The article also said that the Pirbright Institute, a U.K.

research institute, "owns the patent to the deadly virus" adding that "suspiciously," the Pirbright Institute's primary funder is the Bill and Melinda Gates Foundation.

It is true that the Gates Foundation participated in a simulated emergency preparedness exercise for a pandemic in October 2019, but according to FactCheck.org, the exercise involved a mock coronavirus with different features than the Wuhan coronavirus. Moreover, although the Gates Foundation has provided funding to the U.K.-based Pirbright Institute, the patent referenced in the article covers a different, weaker strain of coronavirus that affects chickens, not humans.

Asked about the website's coronavirus stories, Gouyneau told NewsGuard in an email to contact the original authors of the stories for questions. He described InfoWars as "a well-known site in the US which is made of former military members. Therefore you should send them your questions concerning this article." ("Un site très connu aux US qui regroupe des anciens militaires. C'est à eux donc qu'il faut envoyer tes questions concernant cet article.")

In August 2019, the website (then known as Stop Mensonges) shared a YouTube video of Urandir Fernandes de Oliveira, who believes that the Earth is flat and that UFOs exist. Fernandes de Oliveira said in the video that Brazil's Amazon rainforest was never on fire during the summer of 2019. Without offering any evidence, Fernandes de Oliveira added that the Amazon "cannot be burned" ("n'a pas moyen de brûler") and stories on fires are "all manipulations to destabilize Brazil" ("tous sont des manipulations pour déstabiliser le Brésil").

According to Brazil's National Institute for Space Research (INPE), there were more than 90,000 fires in the Amazon rainforest in summer 2019.

Because LumiereSurGaia.com promotes debunked conspiracy theories, NewsGuard has determined that the site repeatedly publishes false content, does not

gather and present information responsibly, and does not avoid the use of deceptive headlines.

When asked how the website identifies its news sources, Gouyneau said, "No source is 100% reliable at this time on Earth, I will concede to you that it's a big mess now on Earth in terms of transparency and news. Each author has his own method and his own feelings regarding the news, which he cross-checks with all the information collected through his various research." ("Aucune source n'est 100% fiable en ce moment sur Terre, je te concède que c'est le gros bazar actuellement sur Terre en terme de transparence et d'information. Chaque auteur a sa propre méthode et ses propres ressentis concernant les infos qu'il croise aussi en fonction de l'ensemble des informations collectées dans ses différentes recherches.")

LumiereSurGaia.com does not articulate a corrections policy. Although the site sometimes publishes corrections explaining previous errors, it has not corrected many of its false stories, which does not meet NewsGuard's standard for regularly correcting and clarifying errors.

The site labels some articles as opinion. However, the website also includes opinion in articles labeled World News, which is why NewsGuard has determined that LumiereSurGaia.com does not handle the difference between news and opinion responsibly.

For example, in October 2019, the site published a news article warning against "the great replacement," a theory which states that immigration is leading to the disappearance of French culture, via the replacement of original French population by non-european communities. The article claimed that "the anti-white Caucasian genocide is 'in operation'" ("Le génocide anti-blancs caucasiens est 'en marche'").

A November 2019 news article said, "The battle for planet Earth has intensified following the indictment of Benjamin Netanyahu, Israeli criminal and genocidal minister."

Asked about the mixing of news and opinion, Gouyneau replied, "From a general point of view, we are not in a straitjacket, we are free and the readers are also free and are not stupid. Some articles are translations of English-language articles, others are articles written by the authors themselves, which is rarer." ("D'un point de vue général, nous ne sommes pas dans un carcan formaté, nous sommes libres et les lecteurs sont aussi libres et ne sont pas stupides. Certains articles sont des traductions d'articles anglophones, d'autres sont des articles écrits par les auteurs eux même ce qui est plus rare.")

Transparency

LumiereSurGaia.com states on a page called "How was LumiereSurGaia.com born?" that it is owned by the company USA Invest LLC.

Gouyneau's biography identifies him as the website's founder. Although Gouyneau's biography -- which appears under his pseudonym, Laurent Freeman -- appears on a team page, the website does not clearly identify him or anyone else as the site's editor in chief. Gouyneau told NewsGuard in an email, "No one has a title with us."

Most articles are attributed to "Laurent Freeman," Gouyneau's pseudonym. The website lists two other content creators on a team page, and provides their photographs and social media contact information, along with a biography for a webmaster, called "Botrax." Gouyneau told NewsGuard that the authors have the "freedom" to choose their name.

Because LumiereSurGaia.com's authors regularly write under pseudonyms, NewsGuard has determined that the website does not meet NewsGuard's standard for providing information about content creators.

Readers can contact LumiereSurGaia.com via an online form.

Display advertising is generally distinguished from editorial content. However, some of the site's sponsored articles, which resemble news stories, are not labeled. Users can find articles shared by the native

advertising firm Mgid under headings such as “You might like” (“Tu peux aimer”), which does not meet NewsGuard’s standard for clearly labeling paid content.

“The site is not mine and the law is American, I don’t know anything more about everyone’s habits and customs concerning the insertion of advertisements,” Gouyneau said. (“Le site n'est pas a moi et la législation est américaine, je n'en sais pas plus concernant les us et coutumes de chacun concernant l'insertion de pubs.”)

History

StopMensonges.com launched in 2012.

In 2016, Stop Mensonges published more than 6,000 leaked documents, including meeting notes and letters, from the Grand Lodge of France, one of the largest Masonic lodges in the country. In 2018, Gouyneau was put under formal investigation for holding and collecting and obtaining private data.. The case was pending as of March 2020. Gouyneau told NewsGuard that the documents were “already on the web before we republished it.” (“déjà sur le net avant qu'on les relais.” (sic)).

Gouyneau announced in November 2018 that he had been arrested in Las Vegas and taken into custody for being in the U.S. without valid immigration status. Gouyneau said he was deported to France 40 days after his arrest.

The site changed its name and domain name to LumiereSurGaia.com in late 2019. Gouyneau explained the name change in an article that had been posted on the website, but was taken down as of March 2020: “It is the Light on Gaia which is reborn, from the ashes of Stopmensonges. LumieresurGaia.com fits in with the element air, the fire of the spirit burns all that’s not Real and transcends matter, and thus Consciousness Awakens.” (“C’est Lumière sur Gaia qui renaît, des cendres de Stopmensonges. LumieresurGaia.com correspond à l’élément air, le feu de l’esprit brûle tout ce qui n’est pas Réel et transcende la matière, ainsi la Conscience se Réveille.”)

Edited by: [Amy Westfeldt](#), [Chine Labbe](#), [Yves Clarisse](#)

Send feedback to NewsGuard: [Click Here](#)

Sources

Ownership and Financing

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Credibility

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