

Film4Climate initiative to green the film industry receives strong support at the Cannes Film Festival

Cannes, France (May 21, 2015) – Key film industry leaders announced their support for Film4Climate, a dual commitment to reduce the environmental impact of film production and to tell stories about climate change through cinema at events during the ongoing Cannes Film Festival. Several speakers at a Film4Climate panel discussion agreed to support the initiative, including: Cannes Jury Member and Connect4Climate Global Ambassador, the Malian singer-songwriter Rokia Traoré; the Director of the Guadalajara International Film Festival, Ivan Trujillo; the CEO of the Ile-de-France Film Commission Olivier-René Veillon; Publisher & Chief Editor of Green Film Shooting Brigit Heidsiek; Head of Training and Film Education of the Flanders Audiovisual Fund Siebe Dumon; the Chief Executive Officer of the Sardinia Film Commission & Vice President of the Italian Commission Association (IFC) Nevina Satta; and Michael Geidel of Climate Media Factory and the Green Film Initiative, Potsdam.

They join filmmakers Bernardo Bertolucci, Wim Wenders, Fernando Meirelles, and Pablo Trapero who have also endorsed and lent their support to the initiative. In addition, more than 100 film industry executives and representatives have become partners of Film4Climate during the festival, and have pledged to reach a consensus on industry standards to reduce film production impact on the environment and raise climate change awareness through film.

“Every day in Africa, we are facing climate change consequences,” Rokia Traoré told Connect4Climate. “We have to make people aware that humans are simply one of the elements of nature. We have to be able to think not just about now, but tomorrow. What are our responsibilities concerning our children and their world? We are the ones responsible for that.”

Veillon added: “To have a sustainable approach in production is also the right economic approach”.

This new initiative aims to drive consensus across the film community on a shared set of global standards to sustainably produce motion pictures, building on the protocols and guidelines already created in a number of countries. It also establishes a global network of knowledge partners representing the industry’s practitioners and associations, including film institutes, film commissions, producer networks, film directors, actors, and international film festivals. Partners such as Ecoprod, which created the first software to calculate the carbon footprint of film productions used by many French producers, will work together and share their experiences, knowledge, tools, and best practices to green silver screens.

“It’s time for a global creative and influential alliance to tackle the climate crisis,” said Donald Ranvaud, Oscar-winning film producer and Film4Climate’s Creative Producer. “We can unite the film industry to reinforce that we do care about the environment and are prepared to do

something concrete about the dramatic issue of climate change”, added Lucia Grenna, Connect4Climate’s Program Manager.

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ABOUT FILM4CLIMATE: Film4Climate is an initiative of Connect4Climate (C4C), the World Bank Group’s climate communication program dedicated to driving global action on climate change, connecting and amplifying climate initiatives and activities, and creating social currency and political capital for climate action. It works with more than 230 partner organizations around the world, and is funded by the World Bank, the Italian Ministry of the Environment, Land and Sea, and the German Federal Ministry for Economic Cooperation and Development (BMZ).

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