

Film4Climate announces an agreement to green the film industry

Cannes, France (May 18-19, 2015) – The World Bank Group’s Connect4Climate program is announcing Film4Climate, a commitment by the global film industry to reduce the environmental impact of film production and an effort to tell stories about climate change through cinema at events during the Cannes Film Festival. Filmmakers Bernardo Bertolucci, Wim Wenders, Fernando Meirelles, and Pablo Trapero have endorsed and lent their support to the initiative. In addition, more than 100 film industry executives 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.

“There is no doubt the Earth is in danger. I am looking forward to see testimonies about the climate changes,” said Bertolucci. Wenders added: “To combat climate change is one of the major tasks of our generation.”

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 network of knowledge partners representing the industry’s practitioners and associations, including film institutes, film commissions, producer networks, 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.”

Film4Climate is also lending support to “An Inconvenient Youth,” a documentary developed by Slater Jewell-Kemker, a young Canadian filmmaker who started working on the film seven years ago as a teenager, interviewing politicians, celebrities, and youth from all over the world about the climate challenge. The film illustrates how she and her peers are no longer willing to sit idly by as the planet is degraded by older generations for short-term gains. Connect4Climate has been using film competitions to energize youth. The 2014 Action4Climate competition attracted 230 entries from young filmmakers from more than 70 countries and was judged by a distinguished jury of prominent film industry members, chaired by Bernardo Bertolucci.

The results of the Film4Climate initiative and a screening of “An Inconvenient Youth” will be presented and shared with an international audience during high-profile events taking place during the United Nations Climate Change Conference (COP 21) in Paris France held November 30 – December 11, 2015.

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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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