

Ecofilm

Sustainable Cinema and the Schull Film Festival

Laura Rascaroli, UCC



1. Film and sustainability

The ecology in and of film

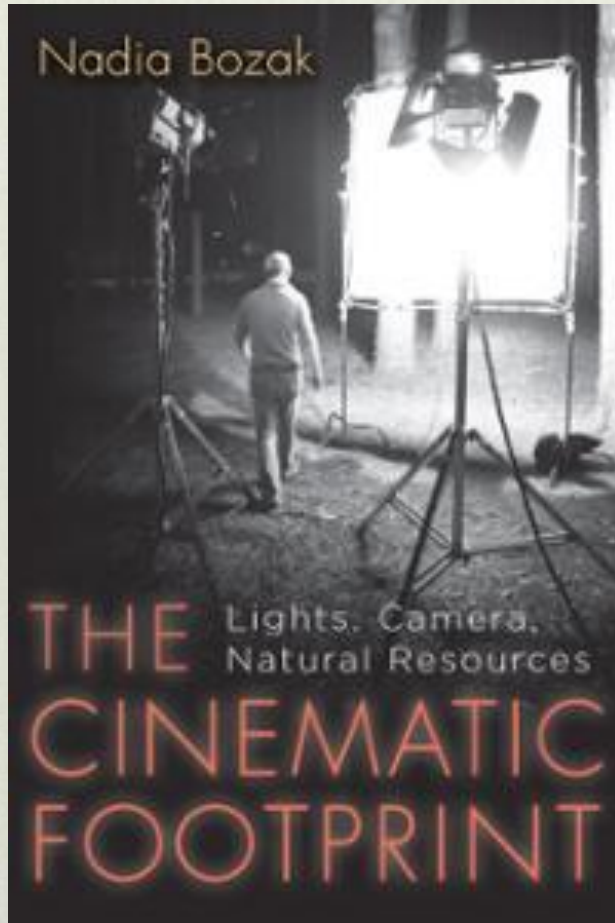
Film industry and environment



Film industry and environment

- ❖ 2007 Research by the UCLA Institute of the Environment and Sustainability
- ❖ “made a larger contribution, in relation to its size, to air pollution than most major industries, including aerospace manufacturing, clothing, and the hotel industry. Only fuel refining belched more emissions”. Kaleem Aftab, “Emission impossible: Why Hollywood is one of the worst polluters”, *The Independent*, Friday 16 November 2007.

Film industry and environment



- ❖ “cinema is intricately woven into industrial culture and the energy economy that sustains it” (Bozak 1)

Ecocriticism

- ❖ Climate change films
- ❖ Films on environmental issues
- ❖ Peak-oil documentaries
- ❖ Films/directors displaying environmental sensitivity





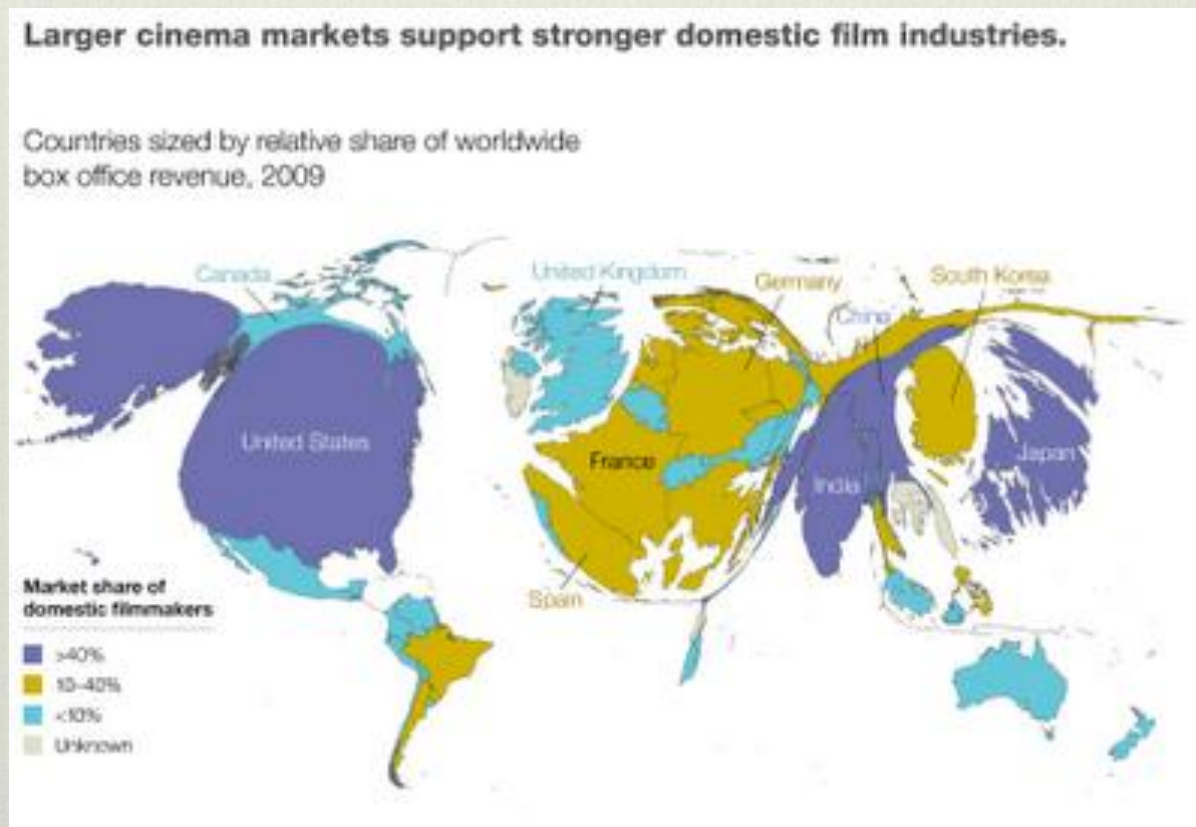
Terrence Malick, *The Tree of Life* (2011)

Ecocinema festivals



Sustainability

- ❖ National and regional film industries on the global market





2. Sustainable practices

Ecological film industry and culture

Edison Green Movie protocol



The poster is for the 'Edison Green Movie' event. It features a green background with a black clapperboard graphic on the left. The clapperboard has 'EDISON GREEN MOVIE' written on it. To the right of the clapperboard is the Edison logo, which consists of a stylized 'e' and the word 'EDISON' followed by 'tempesta'. Below the logo, it says 'presentano' and then 'EDISON GREEN MOVIE' in large bold letters, followed by 'il primo protocollo europeo per un cinema sostenibile'. The event details are listed: 'Giovedì 17 Maggio · ore 14.30', 'Cannes Village International Riviera', and 'Italian Pavilion'. A list of speakers follows: 'Interventando: Isabella Ferrari e Alessandro D'Aletri', 'Andrea Prandi - Direttore Relazioni esterne e comunicazione Edison', 'Carlo Cresto-Dina - Produttore tempesta', and 'Gian Luca Farinelli - Direttore Fondazione Cineteca di Bologna'. At the bottom left, there is a small logo for 'CINETECA BOLOGNA' and text indicating the project is in collaboration with the 'Fondazione Cineteca di Bologna' and is an event patronized by the 'Ministero per i Beni e le Attività Culturali'. At the bottom right, it says 'Scopri il nostro green set: guarda il video.' and 'Segui il progetto su www.edisongeneration.it'. The bottom of the poster has a white banner with the text 'Il cinema è immaginazione. Immaginiamolo differente.'

EDISON GREEN MOVIE

EDISON • tempesta

presentano

EDISON GREEN MOVIE
il primo protocollo europeo per un cinema sostenibile

Giovedì 17 Maggio · ore 14.30
Cannes Village International Riviera
Italian Pavilion

Interventando:
Isabella Ferrari e Alessandro D'Aletri
Andrea Prandi - Direttore Relazioni esterne e comunicazione Edison
Carlo Cresto-Dina - Produttore tempesta
Gian Luca Farinelli - Direttore Fondazione Cineteca di Bologna

Scopri il nostro green set: guarda il video.
Segui il progetto su www.edisongeneration.it

Il cinema è immaginazione. Immaginiamolo differente.

Edison Green Movie protocol



Edison Green Movie protocol





3. The Fastnet Short Film Festival

Sustainability and cultural policy





Corona

THE SHORT FILM FESTIVAL WITH NO CINEMA

OUR VILLAGE IS OUR SCREEN



FASTNET
SHORT
FILM
FESTIVAL





GAVIN HARTE'S FAMOUS RE:CYCLE CINEMA

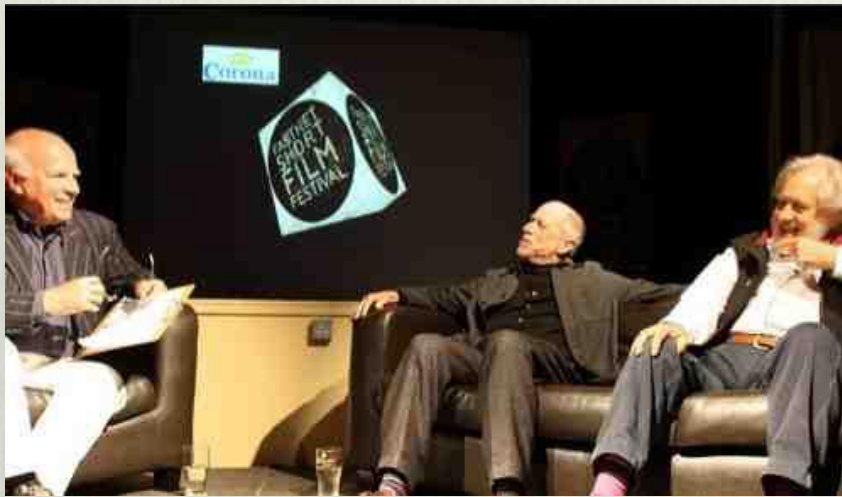
6 bikes, 12 legs, a 2000 Lumen projector and 150W of audio system for screening short films. You want to watch? Then pedal.

Gavin Harte, Sustainable Development & Carbon Coach, holds a master's degree in sustainable development. He has been a high profile spokesperson on environmental and sustainability issues for many years. He has worked as the national director of An Taisce and was the founder and developer of Ireland's first eco-village in Cloughjordan Co Tipperary. Currently Gavin is working with Codema to help to start Energy Smart Communities to improve the energy efficiency of their homes. Gavin is also providing Education for Sustainable Development and climate change throughout Ireland. In addition to his capacity Gavin works with the climate change campaign group Climate Chaos.

www.esdtraining.net











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22-26 MAY 2013
SCHULL, WEST CORK
OUR VILLAGE IS OUR SCREEN



Corona Fastnet Short Film Festival 2013
Wednesday 22nd to Sunday 26th May