

Digital Industry Hub

Industry Lab

Events from 3–8 November 2020

Available online until 15 November



## Programme Industry Lab

There is no question that the film industry could be more eco-friendly. We would like to rethink our practices and join forces to reduce the environmental damage we cause. Film festivals, production companies, and filmmakers will discuss possible solutions and learn how to implement specific measures.

The Digital Industry Hub offers numerous events over the course of the festival week. Industry representatives can participate live or watch the events later – all events take place in English and will remain available online until 15 November.

Registration is only possible after requesting a free Industry Accreditation for the Digital Industry Hub.

Accreditations will open on 14 October.

The registration link will be sent out with the accreditation confirmation.

### Tuesday, 3 November

#### 10:00 **Keynote Talk: Dieter Kosslick**

Dieter Kosslick will deliver this year's opening talk. During his tenure as director of the Berlin IFF, Kosslick advocated for a greener festival production and for sustainability in general. He introduced the now famous green carpet – made from 1.6 tons of ocean trash – and created the Culinary Cinema programme which is considered a voice for sustainability. In a pre-recorded discussion with Florian Weghorn (programme manager, Berlinale Talents), Kosslick will talk about his views on sustainability, opening this year's digital edition of our Industry Lab.

**Host:** Florian Weghorn (programme manager, Berlinale Talents)

**Speaker:** Dieter Kosslick (former director, Berlin International Film Festival)

### Thursday, 5 November

#### 09:00–13:45 **Short Pitching/Pitching Training**

Kurzfilmtage invites Swiss filmmakers to pitch their ideas for a short film (fiction, documentary, or animation) to Swiss producers and thus meet with potential (co)production partners.

By invitation only.





## The Future of Shorts

As large-scale events, (film) festivals require a lot of resources, especially if they operate internationally. Environmental sustainability is the need of the hour. What would a greener future for film festivals look like? What do we owe our visitors and partners, and how can we proactively involve them and share the responsibility? Which organizations and festivals are active in this field? What measures have they implemented or at least started to discuss?

### 14:30–15:00 **The Future of Shorts I: What about Music-Festivals?**

Music festivals offer encounters, euphoria– but also cause immense amounts of trash. Bands spend weeks touring by bus, guests travel by plane and require special catering. Visitors need shatterproof beer cups and the technical equipment requires a lot of energy. The sponsors distribute merchandise. We cannot go on like this any longer. The cultural industry needs to become more sustainable! Experts talk about sustainability concepts, communication strategies without Greenwashing, about successes and setbacks and their ideas for a climate-friendly future for the Swiss cultural industry as a whole.

**Speakers:** Laura Bösiger (formerly Winterthurer Musikfestwochen)  
Moritz Meier (One of a Million Festival)

### 16:00–17:00 **Green Filmmaking (and Opportunities through Covid)**

Not every film production can be 100% green, but there are steps that every filmmaker can take on set. This panel discusses these kinds of «quick wins». We also offer a positive summary of the Covid era: of course, disposable masks, single-use bottles, and gloves have not been beneficial in environmental terms, but the state of emergency has also enabled long-term solutions that would not have been implemented as quickly otherwise. The workshop will also address measures that are applicable to short films and discuss interim results to give participants ideas they can apply to their next project.

**Host:** Pro Short

**Speakers:** Emellie O'Brien (Earthangel), Jessica Hefti (Zodiac Pictures), Michael Imboden (Freelance Production Manager)

## Friday, 6 November

### 11:00–12:00 **Swiss Industry Information: Funding for Sustainability**

Increasingly, the film industry is developing guidelines for so-called green filming. In Schleswig-Holstein, for instance, funding for film projects is tied to environmental standards during shooting. In this event, we look at Swiss film funding: What steps have been implemented so far and which ones are planned? What are the terms of Swiss funding agencies? Do they offer consulting on sustainable film production? Will there be a uniform standard or are there issues that are important to specific institutions? The panel addresses





goals and potential measures. As a one-time exception, this year's panel will be held in English instead of a Swiss native Language.

**Host:** Lucie Bader (Cinébulletin)

**Speakers:** Christiane Dopp (Grüner Drehpass, Schleswig-Holstein), Urs Fitze (SRF)  
Susa Katz (Zürcher Filmstiftung), Patrizia Pesko (Cinéforum)

#### 12:30–13:30      **Market Meetings**

Networking is key in the short film industry, so we offer digital networking opportunities this year. The Market Meetings provide a space for filmmakers, funding institutions, and festivals to meet, pitch their projects, or renew old contacts in short sessions.

#### 14:00–15:15      **Think Tank: How to Make Film Promotion Sustainably Green?**

Filmmakers and industry delegates travel around the globe with their films. Personal appearances at international festivals remain essential for promotion as well as for networking. This year's experiences with online festivals have shown that personal exchange is still very important, but the numerous travelling industry representatives are also responsible for a substantial share of CO2 emissions. How can film institutions and promotional measures become greener and more sustainable? How willing is the industry to adapt its travel behaviour in light of climate change? And what is the ecological footprint of online film markets? The Think Tank offers an open platform for exchange within the film industry to discuss new ideas for guidelines.

Everyone interested in participating is asked to prepare for the discussion by reading the materials sent out prior to the event (approx. 1 hour).

**Host:** Sylvain Vaucher (Consultant Short Films, SWISS FILMS)

**Speakers:** Representatives of European film and funding institutions, NGOs, Pro Short, and directors will be present as experts.

#### 16:00–16:30      **The Future of Shorts II: Crunching the Numbers for a Greener Festival**

The transition to a greener festival scene requires substantial investment and long-term planning. The short film industry, in particular, faces considerable challenges in regard to providing the needed capacities. But this investment will pay off in the long run. Sven Schwarz, managing director of the Hamburg Short Film Festival, shares his experiences with budgeting and talks about the challenges and successes, as well as the chain of effects in regard to transitioning to a greener festival.

**Speaker:** Sven Schwarz (Kurzfilm Festival Hamburg)





## Saturday, 7 November

### 13:00–13:30 **The Future of Shorts III: The Path to a Greener Festival**

Where there's a will there's a way. At least in theory. The path to a green festival comes with a lot of requirements. Many of the existing certifications are granted in stages, others are already outdated or designed for businesses or one-time events. Thus, a growing number of festivals in Austria are joining forces to adapt existing regulations. 2020 would have been the first year with a green strategy for Vienna Shorts. Festival co-director Daniel Ebner talks about goals, partial successes, and challenges.

**Speaker:** Daniel Ebner (Vienna Shorts)

## Sunday, 8 November

### **Environmental Activism**

Due to shorter and cheaper production processes, the short film format has long been a popular choice for political filmmaking, because it can react quickly to historical events and trends. This also applies to environmental topics within politically committed filmmaking. Documentaries seem especially suited to addressing ecological issues.

### 13:00–13:30 **Environmental Activism I: Nick Jordan**

How can we approach environmentalism artistically? Filmmaker and artist Nick Jordan has chosen a simultaneously poetic and activist approach for his film «The Atom Station». His images are informed by poetry as well as by the statements of an environmental activist. In this presentation, Jordan talks about finding his topic and about how to address ecological problems without sacrificing his unique visual language.

**Speaker:** Nick Jordan

### 17:00–17:30 **Environmental Activism II: HD PERU**

Brothers Alvaro and Diego Sarmiento make films that advocate for the preservation of their culture and nature. Their film «Green River» premiered at the 67<sup>th</sup> Berlin IFF. Their project was also supported by the Berlinale Talents Footprints programme in 2020. In their conversation, they will share their motivations and goals and talk about what they have achieved so far.

**Speakers:** Alvaro und Diego Sarmiento

